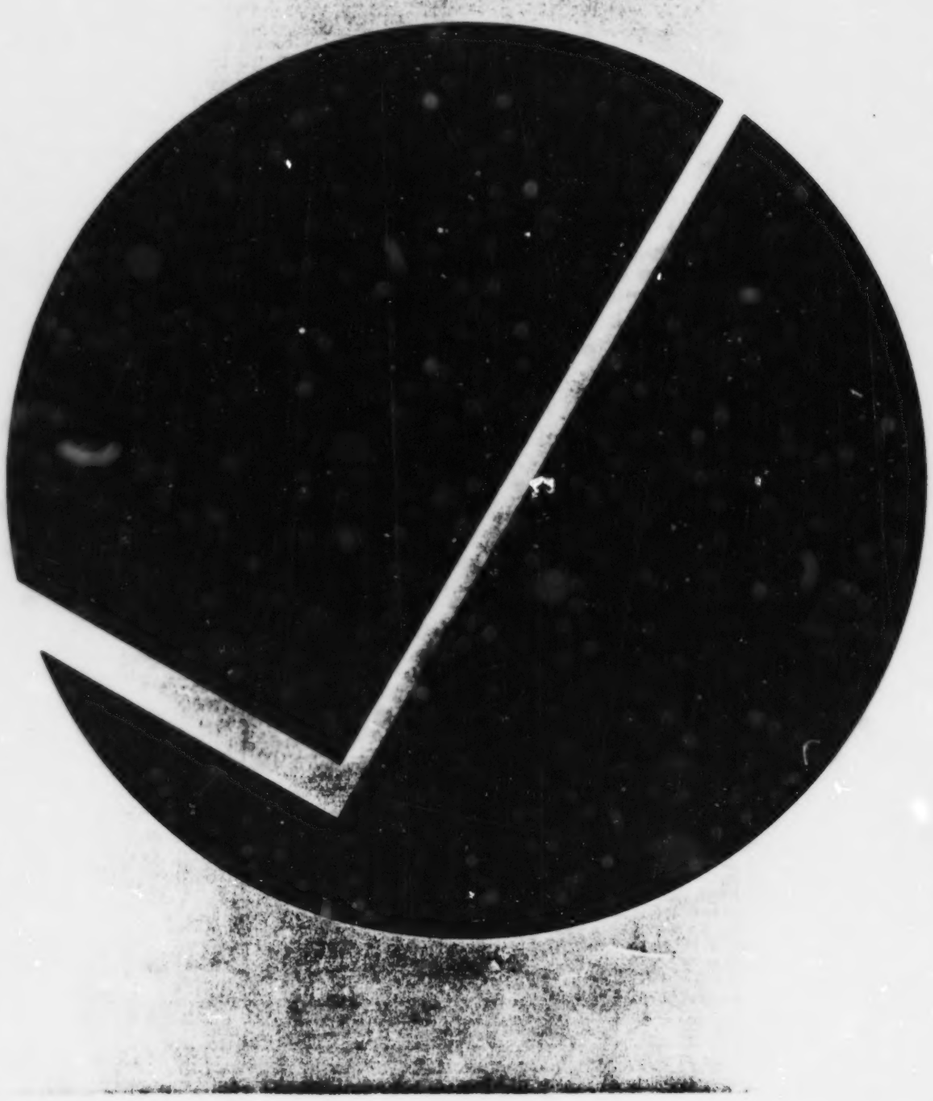
CANADIAN FACTS

THE ENERGUIDE PROGRAM - SURVEY OF CONSUMERS AND SALESPERSONS

MJ57-6/MG/DJ

March, 1984



THE ENERGUIDE PROGRAM - SURVEY OF CONSUMERS AND SALESPERSONS

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March, 1984

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FOREWORD

I. BACKGROUND AND PURPOSE

The Department of Consumer and Corporate Affairs developed an energy consumption labelling program for major household appliances which went into effect after September 30, 1978. The program, which was named the ENERGUIDE program, is essentially informational and is designed to improve the effectiveness of consumers in the market-place and, thereby, improve the market's efficiency and responsiveness to consumer demands.

The objective of this study is to assess the program's efficacy in motivating consumers to purchase more energy-efficient appliances.

In particular...

the study was to provide general and specific knowledge on the following major points:

a) The level of awareness of the ENERGUIDE program among recent appliance purchasers;

b) Use of the program by the buyers of household appliances;

c) The role of the information provided by the ENERGUIDE program in the purchase decision; and

d) The role of salespeople in the dissemination of energy information on major appliances at the point of sale.

The study, therefore, was approached from two perspectives:

1. Consumer
2. Salesperson/retailer.

II. METHODOLOGY

1. CONSUMER SURVEY

a) Sample Frame

The sample consisted of 402 recent purchasers of major household appliances distributed as follows in each of the five main Canadian regions:

1. Halifax (For Maritimes) - 80
2. Montreal (For Québec) - 80
3. Toronto (For Ontario) - 80
4. Winnipeg (For Prairies) - 82
5. Vancouver (For British Columbia) - 80

Recruiting and interviewing were conducted through our Consumer Opinion Centre services (a division of Canadian Facts) operating in major shopping centres across Canada. From experience we know that the traffic population in the malls where we are located resembles well the larger metropolitan population.

b) Recruiting and Interviewing

Screening for qualified respondents was conducted using a screening questionnaire. Under the assumption that purchases of major home appliances are usually done by both heads of household, the sample was split approximately 50/50 female/male and resulted in:

189 Males

213 Females

Respondents were 18 years or over, had purchased at least one of the six major home appliances in the past six months, and had personally participated in the in-store shopping experience for same. The six appliances were purchased as follows:

	Number Purchased
Freezers	86
Dishwashers	82
Clothes dryers	69
Stoves	36
Refrigerators	83
Clothes washers	46

A copy each of the screener and questionnaire used in this study is appended to this report.

2. SALESPEOPLE SURVEY

a) Interview Situation

To avoid sensitizing the sample population, the interview of salespersons was conducted in the guise of an actual purchase situation wherein the interviewer pretended to shop for either a refrigerator, a dishwasher or a freezer. The interviewer during the shopping exercise obtained information on how well informed the salesperson was about the Energuide program, the label and directory, and subsequently, out of sight of the salesperson, completed a structured questionnaire. A copy is appended to this report.

This was followed by a second stage wherein salespersons were interviewed directly concerning their perception of the importance of energy consumption to consumers in their purchase decisions. This interview was conducted using a structured questionnaire, a copy of which is appended to this report. For this second stage, a different interviewer returned to the same store to interview an available salesperson who might or might not have been the same person as participated in stage 1.

b) Sample Frame

The yellow pages of the telephone directory of each city served as the sample frame of eligible stores. These stores carried at least two brands or two models of the same brand of the appliances being "shopped" for, i.e. refrigerators, dishwashers or freezers.

Ideally the various types of stores (department stores, specialty appliance stores, etc.) should be represented in the same proportion as they are represented in the market for the sales of these appliances, and this for each region. Since we do not have this market information, the stores were chosen on a random basis. However, under the assumption that the large department stores, such as Eaton, Simpson, Sears, The Bay, represent a significant share of this market, they were all represented in each region.

c) Sample Design

As already mentioned, the sample frame for eligible stores was the yellow pages of the telephone directory in each city and stores were chosen at random all the while ensuring that the major department stores were represented in each region. Interviews were conducted on three appliances and the sample is distributed as follows:

	TOTAL	Halifax	Montreal	Toronto	Winnipeg	Vancouver
Refrigerators	25	5	5	5	5	5
Dishwashers	25	5	5	5	5	5
Freezers	26	5	6	5	5	5
	76	15	16	15	15	15

d) Letter of Introduction

The interview (second stage) with the salesperson was conducted during their working hours. In order to facilitate acceptance of the interview by both the respondent and his/her manager, CCAC prepared a letter on their letterhead explaining that the survey was being conducted on their behalf.

3. **TIMING**

The Consumer Survey was conducted in our shopping mall facilities between February 15th and 23rd. The Salespeople Survey was done between March 5th and 14th.

III. RESULTS

Results are presented herein under:

I. **HIGHLIGHTS**

II. **GENERAL SUMMARY**

III. **APPENDIX**

- Detailed Tables
- Questionnaires

Preliminary results in the form of computer print-out tables were made available about two weeks after field was completed.

HIGHLIGHTS

HIGHLIGHTS

IMPORTANCE OF ENERGY CONSUMPTION

- As a criterion to be considered when shopping for a major electrical appliance, Energy Consumption is positioned among the least important when compared to Price, Guarantee, Size, Information from salesperson, Delivery date, Special features and Colour. Not only did this become evident during the interviews with the consumers themselves, but it was also the perception of the salespersons subsequently interviewed.

- This overall finding notwithstanding, electrical consumption appears to be more important when purchasing certain appliances than when purchasing others. It appears to be more important, for example, in the case of freezers and dishwashers and much less important in the case of clothes washers.

ENERGUIDE LABEL AND DIRECTORY

Awareness:

- Since it is a government requirement that all the major appliances in the store bear the Energuide label, it is not surprising that, overall, the vast majority of the consumers interviewed (82%) recalled seeing the label affixed to the appliance.

- Regarding the Energuide Directory, the label's complementary tool which, unlike the label, is not required to be available in the stores, few respondents (only 12%) recalled seeing it. This low incidence is corroborated by the simulated shopping and by the salespersons interviewed. During the simulated shopping, only 4% of salespersons mentioned the directory, and only 7% of interviewer "shoppers" saw it and/or were shown it. Among the salespersons, 29% admitted, when asked, to not even being aware of the directory, and 59% claimed that it was not available in the store.

Use:

- If the ultimate purpose of the label and the directory is to permit consumers to make cost comparisons among various brands or models, it can be said from the consumer interviews that only a minute proportion (2%) actually use it in this manner. This was borne out by the mystery shopping exercises during none of which electrical cost comparisons were made. This was further confirmed by the salespersons themselves, only 7% of whom claimed to ever do it.

- Despite the low incidences in the use of these Energuide tools for the purpose for which they were conceived, the Energuide Label nevertheless appears to be of some use to a relatively large proportion of consumers, as:

1. A source of information on KWH consumption

   Before any mention of the label and/or the directory was made in the course of the interviews, some 43% of the consumer respondents claimed to have been aware of the amount of electricity consumed by the appliance purchased and, spontaneously, about half of these related this claim to the presence of the label.

   In addition, 79% of the salespersons claimed that, when energy consumption is discussed, the Energuide label is responsible for generating the discussion.

2. As a means of comparing the electrical consumption of various brands/models

After they were shown the actual label, which 87% claimed to recognize, 25% of consumers interviewed claimed to have used it to compare the different brands/models on electrical consumption.

SUMMARY

Ø The following table summarizes the level of awareness of the Energuide program among recent appliance purchasers, their involvement in the subject of electrical consumption of major household appliances and the role of the information provided by the Energuide program in the purchase decision.

	CONSUMERS (402) %	
AWARENESS		
- TOTAL RECALL OF ENERGUIDE LABEL	82	± 4
- TOTAL RECALL OF ENERGUIDE DIRECTORY	12	± 3
ELECTRICAL CONSUMPTION INFORMATION		
- TOTAL AWARE OF AMOUNT OF ELECTRICITY CONSUMED BEFORE PURCHASING	43	± 5
- TOTAL DISCUSSED ELECTRICAL CONSUMPTION WHILE SHOPPING	41	± 5
USAGE OF LABEL/DIRECTORY		
- TOTAL MADE SOME COMPARISON BETWEEN APPLIANCES	25	± 4
- TOTAL SIMPLY COMPARED KWH	19	± 4
- TOTAL COMPARED COSTS	6	± 2
. Without Directory	4	± 2
. With Directory	2	± 1

SALESPERSONS

Both the simulated shopping and the interviews with the salespersons confirm and to some degree explain the low level of use of the Energuide Tools.

- During the simulated shopping, only 7% of salespersons initiated a discussion on electrical consumption. In addition, only 4% of the salespersons mentioned the Directory, in one case only did a salesperson actually show it, and none used it in any way.

- When actually being interviewed, the salespersons claimed to discuss electrical consumption on the average with only 34% of their contacts with customers. Further only 8% of these salespersons maintained that they use the directory during their discussions with consumers.

- With respect to the Directory, not only do the salespersons rarely use it but, in addition, 29% of them admit to not even being aware of its existence and moreover 59% do not have it in their stores.

Only half the salespersons think the Directory is of some use. This is not surprising since, as mentioned above, they are of the opinion that consumers give relatively little importance to the question of electrical consumption with respect to such appliances.

GENERAL SUMMARY

CHAPTER 1

INTERVIEW OF CONSUMERS

GENERAL SUMMARY

CHAPTER 1

I. IMPORTANCE OF ENERGY CONSUMPTION IN PURCHASE DECISION

At the beginning of the actual interviews two questions were asked to all consumer respondents in order to position the question of energy consumption in their decision to purchase the appliance which they claimed to have purchased in the past 6 months.

In the first question, respondents were asked to rate the degree of importance they gave to each of 8 criteria before arriving at their final purchase decision. Apart from the "energy consumption" criteria, the other 7 criteria had been selected arbitrarly; they applied to all 6 appliances and they included both crucial criteria (such as price) and less important ones (such as delivery date and color).

The second question addressed directly the energy consumption issue: respondents were asked whether or not "the amount of electricity consumed was part of the information they had gathered on the appliance they had purchased".

a) **Comparative Importance of Energy consumption**

Overall, the energy consumption falls among the least important of the 8 criteria considered by respondents when they shopped for their appliance.

In effect, this criterion (energy consumption) was of no more importance to them than that of "delivery date" and "color"; respondents on the other hand considered the guarantee, the price and the size to be the three most important ones.

PROPORTION FINDING CERTAIN POINTS VERY OR FAILY IMPORTANT WHEN BUYING APPLIANCES

Total respondents	(402) %
Guarantee	95
Price	89
Size	81
Information from salesperson	68
Choice of delivery date	64
Special features	60
Energy consumption	58
Colour	54

(Table, P. 1)

Further, analyzing the results by type of appliance purchased indicates that energy consumption appears to be more important with respect to the purchase of freezers and dishwashers whereas energy consumption, to the contrary, is of least importance concerning washers.

Nevertheless, as previously noted, energy consumption falls among the least important criteria regardless of the type of appliance purchased.

PROPORTION FINDING CERTAIN POINTS VERY OR FAILY IMPORTANT WHEN BUYING APPLIANCES

	Total respondents	Freezer	Dish-washer	Refrig.	Stove	Dryer	Washer
	(402)	(86)	(82)	(83)	(36)	(69)	(46)
	%	%	%	%	%	%	%
Guarantee	95	95	96	90	92	98	96
Price	89	89	80	94	92	91	91
Size	81	92	62	82	92	80	72
Information from salesperson	68	77	60	66	67	71	69
Choice of delivery date	64	62	60	64	75	67	65
Special features	60	50	67	58	55	64	72
Energy consumption	**58**	**67**	**62**	**54**	**58**	**59**	**37**
Colour	54	31	69	79	78	38	26

(Tables, Pp. 3 & 4)

II. THE ENERGUIDE LABEL AND DIRECTORY

a) Obtaining Energy Consumption Information about the Appliance

A little less than half, 43%, claimed to have obtained information about energy consumption when they were shopping for their appliance.

The Energuide label was the main source of information for those who obtained electrical consumption information (20%), the salesperson was the second source (14%).

ENERGY CONSUMPTION PART OF INFORMATION OBTAINED ABOUT APPLIANCE

	TOTAL (402) %	
NO/can't remember	57	
YES	43	
- learned about electrical consumption....		
. label	20	48*
. from salesperson	14	
. other	14	

* Percentages total to more than proportion saying "Yes" because of multiple mentions.

(Derived from Table, P. 5)

b) **Awareness of ENERGUIDE Label**

Due to the fact that it is compulsary for all major appliances to carry the Energuide label, it is not surprising that an overwhelming majority of respondents (82%) were aware of the label.

As noted, a fair proportion, 20%, brought up the label spontaneously when asked how they became aware of the amount of electricity consumed by the appliance purchased.

RECALL OF ENERGUIDE LABEL

	TOTAL (402) %
TOTAL RECALL	82
- unaided	20
- aided	62
TOTAL DO NOT RECALL	18

(Table, P. 9)

c) **Awareness of ENERGUIDE Directory**

All respondents were shown a copy of the directory and asked if they recalled having seen it.

Unlike the label, this directory is not required to be in the stores and consequently, few respondents (12%) recall seeing it.

Among the few who had seen it, about half had seen it either in the store where they bought their appliance or in another store.

RECALL OF ENERGUIDE DIRECTORY

	TOTAL (402) %		
TOTAL RECALL (aided)	12		
- in a store		7	12
- elsewhere		5	
TOTAL DO NOT RECALL	88		

(Table, P. 11)

d) **Usage of the Label and Directory**

The purpose of the label and directory is to permit consumers to make operating cost comparisons among various brands or models of the appliance for which they are shopping.

Results indicate that only a minute proportion (barely 2%) claim to have done this exercise before purchasing their appliance.

Such scant results do not, however, necessarily mean that these Energuide tools were of no use to the consumers interviewed, a worthwhile proportion having actually used the information.

The following summary table showing both awareness (visibility) and use made of the label and directory presents the situation in perspective.

On one hand, the label, undoubtedly because of its very high visibility (82% recall) is used as:

1. a vehicle for information: the fact that 43% of the consumers claimed to have been aware of the amount of electricity consumed by the appliance purchased is largely due to the label.

2. a source of discussion with salesperson: the fact that 41% claimed having discussed the topic of energy consumption while shopping can also be attributable to the label.

3. a means of KWH comparison between models: 25% of the consumers claim to have made such comparisons (and the vast majority of them did not go beyond this direct KWH comparison).

As for the Directory, considering its very low visibility (only 12% recall), it should not come as a surprise that only 2% used it to compare different models on operation costs.

SUMMARY

AWARENESS

- TOTAL RECALL OF ENERGUIDE LABEL 82
- TOTAL RECALL OF ENERGUIDE DIRECTORY 12

ELECTRICAL CONSUMPTION INFORMATION

- TOTAL AWARE OF AMOUNT OF ELECTRICITY CONSUMED BEFORE PURCHASING 43
- TOTAL DISCUSSED ELECTRICAL CONSUMPTION WHILE SHOPPING 41

USAGE OF LABEL/DIRECTORY

- TOTAL MADE SOME COMPARISON BETWEEN APPLIANCES 25
- TOTAL SIMPLY COMPARED KWH 19
- TOTAL COMPARED COSTS 6
  - Without Directory 4
  - With directory 2

III. ENERGUIDE INFORMATION

a) Unit of Measure for Electricity

The Energuide label shows electrical consumption in kilowatt hours per month. A little over half the respondents (57%) are aware that the measure for electricity is a kilowatt or kilowatt hour.

Interestingly, this knowledge varies by region, sex and age. Halifax, Toronto and Winnipeg are more likely to be familiar with this measure than are Montreal and Vancouver. Also more aware are men, and younger respondents.

See Table on following page.

	(Base)	KNOWLEDGE OF UNIT OF MEASURE FOR ELECTRICITY	
		Kilowatt/ Kilowatt Hour	Don't Know
TOTAL	(402)	57%	43
REGION			
Halifax	(80)	65%	35
Montreal	(80)	49%	51
Toronto	(80)	63%	37
Winnipeg	(82)	63%	37
Vancouver	(80)	46%	54
SEX			
Male	(189)	66%	34
Female	(213)	50%	50
AGE			
18 to 24	(32)	75%	25
25 to 34	(113)	63%	37
35 to 44	(112)	58%	42
45 +	(145)	48%	52

(Derived from Table, P.17)

b) **Price of Electricity per kilowatt hour**

Cost of electricity per KWH is unfamiliar to nearly all the respondents. It follows, therefore, that they cannot use the information on the Energuide label to make "cost" comparisons until they obtain this information.

Men were more likely than women to chance a cost per KWH. To determine how accurate they were, however, would require a comparison with actual costs in each region.

	TOTAL	MALE	FEMALE
	(402)	(189)	(213)
	%	%	%
Don't know	94	90	97
Gave a price (from $0.02 - $1.32)	6	10	3

(Table, P.18)

IV. RESPONDENT CHARACTERISTICS

Not surprisingly, respondents were slightly more likely to have purchased washers, dryers and refrigerators than the other appliances. In their households most respondents have what could be expected: washers and dryers, stoves and refrigerators. They are less likely to have freezers and dishwashers.

It is interesting to note that freezers and dishwashers are the appliances for which respondents were more likely to find it important to consider electrical consumption before purchase.

Nearly three-quarter (71%) own their residence and nearly all (92%) pay their own electricity bills.

Nearly half (47%) bought their appliance at a department store.

See Tables on following pages.

RESPONDENT CHARACTERISTICS

	(402) %
APPLIANCES BOUGHT IN LAST 6 MONTHS	
Freezer	22
Dishwasher	22
Dryer	29
Stove	25
Refrigerator	29
Washer	34
TYPE OF STORE	
Furniture store	28
Department store	49
Electric appliance store	18
Other	5
SEX	
Male	47
Female	53
AGE	
18 to 24	8
25 to 34	28
35 to 44	28
45 +	36
SIZE OF HOUSEHOLD	
1 or 2 persons	43
3 or 4 persons	45
5 or more	12

RESPONDENT CHARACTERISTICS (Cont'd)

	(402) %
OWNERSHIP OF RESIDENCE	
Owns residence	71
Rents residence	29
RESPONSIBILITY FOR PAYING ELECTRICITY	
Household	92
Landlord/Administration	8
APPLIANCES IN HOUSEHOLD	
Freezer	72
Dishwasher	57
Dryer	86
Stove	97
Refrigerator	100
Washer	92

(Tables, Pp. 25 & 28)

RESPONDENT CHARACTHERISTICS (Cont'd)

As can be seen below Montreal respondents were much more likely to buy their appliance at a furniture store.

Vancouver respondents, more than the rest of Canada, bought theirs at an electrical appliance store.

	TOTAL	REGION				
		Halifax	Montreal	Toronto	Winnipeg	Vancouver
	(402)	(80)	(80)	(80)	(82)	(80)
	%	%	%	%	%	%
Furniture store	28	37	**61**	20	17	5
Department store	49	52	28	53	61	50
Electric appliance store	18	11	4	19	17	**40**
Other	5	-	7	8	5	5

(Table, P.25)

CHAPTER 2
SIMULATED SHOPPING

CHAPTER 2

INTRODUCTION

As mentioned in the FOREWORD, survey of the salespersons was conducted in two stages. First there was a simulated shopping activity by the interviewer. Secondly there was a direct interview of a salesperson.

This chapter deals with the simulated shopping stage. The information obtained regarding the salesperson's knowledge and attitude regarding Enerquide is determined indirectly through the interviewer's perception.

I. ROLE OF ENERGUIDE AT POINT OF SALE

a) Role of Salesperson

In order to determine the extent to which salespersons are involved in making use of the Energuide program, several questions were asked of the interviewer about the salesperson's contribution to the discussion.

The answers obtained to these questions indicate that most salespersons play a minor role in the use of the Energuide program.

As can be seen in the Table on the following page, 7% of salespersons initiated the topic of electrical consumption, 25% pointed out the variation in KWH consumption among models (once the topic was raised, usually by the interviewer), and 16% broached themselves the subject of costs attached to electrical consumption.

	TOTAL
	(76)
	%
Subject of energy consumption	
initiated by	
- salesperson	7
- interviewer	93
Variations in KWH consumption among models	
pointed out by	
- salesperson	25
- interviewer	75
Cost of electrical consumption	
initiated by	
- salesperson	16
- interviewer	84

(Tables, Pp. 6, 8 & 9)

b) **Level of Interest of Energy Consumption for Salesperson**

Interviewers were asked for their opinion as to the salesperson's interest in the subject of electrical consumption and as to how significant the variations in its cost among appliances appeared to the salesperson.

21% felt that the salesperson was fairly or very interested in the topic and 11% feel the salesperson found the cost differences to be very or quite significant.

This generally low level of interest on the part of the salesperson as observed by the interviewer is confirmed by the low proportion of salespersons who used energy consumption as a sales tool, 12%.

See Table on following page.

	TOTAL	
	(76) %	
Salesperson's level of interest in topic of electrical consumption		
- very interested	5	21
- fairly interested	16	
- not very interested	79	
Significance of cost differences to salesperson		
- very significant	1	11
- quite significant	10	
- not very significant	36	
- not at all significant	53	
Energy consumption as sales tool by salesperson		
- Yes	12	
- No	88	

(Tables, Pp. 14, 15)

II. SALESPERSONS' KNOWLEDGE OF ENERGUIDE

a) Explanation of Energuide Label

Once the subject of energy consumption was raised, and in most cases as was seen under Item I the interviewer brought it up, the majority of salespersons correctly explained the meaning of the Energuide label. One out of ten, however, did mistake the label to mean that the appliance did not use much electricity.

SALESPERSONS' EXPLANATION OF ENERGUIDE LABEL

	TOTAL (76) %
Label....	
- indicates electrical consumption or number of KWH	87
- was affixed because appliance didn't use much electricity	12
- other irrelevant/ erroneous mentions	5

(Table, P. 7)

NOTE: Percentages add to more than 100% because of multiple mentions.

b) **The Energuide Directory**

The interviewer was instructed not to bring up the topic of the Energuide directory during the simulated shopping. It was left to the salesperson to mention it. Only 4% of all the salespersons broached the subject of the Energuide directory and only 1% of all salespersons actually showed one to the interviewer.

On the other hand, as will be seen in the second stage wherein the salesperson was interviewed directly (see page 30), 71% were aware of the directory when asked.

It can be concluded therefore that although most salespersons have knowledge of the directory, it occupies a low level of priority in their minds.

	TOTAL (76) %
Salesperson mentioned directory during sale:	
NO	96
YES	4
- showed directory	1
- didn't	3

(Table, P. 12)

c) **Significance of Energuide Program**

The aim of the Energuide program is to enable consumers compare energy consumption among brands and models of appliances and thus assisting them in making enlightened purchase decisions. Meaningful comparisons would require that comparisons be made not only according to KWH consumption but also by actual costs over time compared to initial monetary outlay for the appliance.

Keeping this in mind, the results of the simulated shopping cannot confirm that most salespersons realize the significance of the Energuide program.

First of all, only 22% specified what cost per KWH would be. Secondly, no salesperson mentioned costs over 10 years and only a minority mentioned some type of costs per month. When it came to comparing electrical costs, 25% made some comparisons between models and another 20% only made some vague comparisons between models or brands.

See Table on following page.

	TOTAL (76) %	
Q.5 Cost per KWH specified by salesperson		
NO	78	
YES	22	
Q.6 Cost per appliance over a period of time		
Not mention by salesperson	70	
Mentioned by salesperson	30	
- by month		22
- by year		7
- by 10 years		-
- no period mentioned		3
Q.6 Comparison of costs between models of appliances		
No cost of electricity given	70	
Cost given for only one	5	
Compared cost for two or more models	25	
Q.6 Allusion to comparison between models of appliances		
Clearly compared two or more appliances	25	
Alluded vaguely to a cost comparison between models	20	
Did not allude even vaguely to a cost comparison	55	

(Derived from Tables, Pp. 9, 10 & 11)

CHAPTER 3
INTERVIEW OF SALESPERSONS

CHAPTER 3

This chapter covers the results of stage 2 of the salesperson phase of the Energuide study, i.e. the direct interview.

I. IMPORTANCE OF ENERGY CONSUMPTION IN PURCHASE DECISION

Salespersons were asked a similar question as asked the consumer regarding the importance of eight criteria when choosing a major electric appliance. In this case, however, the respondents were asked for their perception, based on their experience as a salesperson, of the importance of these criteria to consumers.

The purpose of this question, as in the case of the consumers, was to determine the relative importance of energy consumption in comparison to other criteria.

The table on the next page compares the answers from both. There are some differences in the case of certain criteria, which is not surprising, however, since the viewpoints of the two types of respondents are different. However, with respect to energy consumption, there is no contradiction; both groups position it low.

	VERY OR FAIRLY IMPORTANT	
	Consumers	Salespersons
	(402)	(75)
	%	%
Guarantee	95	97
Price	89	95
Size	81	69
Information from salesperson	68	97
Choice of delivery date	64	89
Special features	60	65
Energy Consumption	58	49
Colour	54	84

(Tables, Pp. 4 & 5)

Another indication of the level of importance of energy is the proportion of consumers who claim having discussed it with the salesperson while shopping. Only 41% of consumers stated they discussed the topic and this is confirmed by the salespersons themselves who claimed having discussed this criterion with, on the average, 34% of customers.

	DISCUSSED ENERGY CONSUMPTION
Consumers	41%
Salespersons	34% (of customers, on average)

(Table, P.6)

II. ENERGUIDE PROGRAM

a) Energuide Label

Despite the low priority accorded energy consumption compared to other purchase criteria, the Energuide label does stimulate much of the interest that is present. As was pointed out in Chapter 1, the results of the interviews with consumers indicate that the label is used as a source of information; it generates discussion about electrical consumption; it permits comparison of KWH comparison among appliances.

The salespersons confirmed the label's usefulness in this regard. 79% claimed that, when electrical consumption is discussed, the Energuide label is at the source.

	NEARLY ALWAYS/ QUITE OFTEN
Salespersons	(75)
Customer refers to energy consumption because of Energuide label	52%
Salesperson refers to energy consumption by pointing out Energuide label	68%
Energuide label generates discussion of energy consumption (whoever initiates topic)	79%

b) **Energuide Directory**

Most salespersons (71%) are aware of the directory. However, only 41% of the stores where the interviews were conducted had copies, of which very few were visible as was found out during the simulated shopping (6%). Further, very few salespersons make use of this booklet in their discussions with customers, only 8% claiming to do so. This confirms the low levels of use encountered among consumers (2%) and during the simulated shopping (4% of salesperson mentioned it and 1% showed it to the interviewer).

Total salespersons	(75)
Aware of Energuide Directory	71%
Directory available in store	41%
Salesperson uses Directory during discussions with customer	8%

(Table, Pp. 15 & 16)

Among those who have a directory in the store, perceptions are divided as to its usefulness.

When it is found useful, it is due to the possibility of using it to compare KWH, and costs of electricity among models.

When it is not found useful, it is either because the booklet is found "too technical" or "complicated" for consumers or because consumers are perceived as being disinterested in comparing appliances regarding energy consumption.

(See Detailed Tables, PP. 18 to 20)

III. ROLE OF SALESPERSON

It should come as no surprise that, when asked directly, the salespersons tend to inflate their role in the dissemination of Energuide information when compared to answers obtained from consumers and to the actual situation in a simulated shopping.

As can be seen in the table below, more than half the salespersons claimed to be the initiators of the topic of energy consumption, to point out the Energuide label with its information, and to compare appliances on KWH consumption. These claims are much higher than results obtained from interviewing consumers and from the simulated shopping.

	Consumer Interviews (402)	Simulated shopping (76)	Salesperson interviews (75)
Salesperson initiated topic of energy consumption	30%	7%	51%
Salesperson pointed out Energuide label	n/a	0%	68%
Comparison of appliances re KWH consumption	25%	25%	55%
Comparison of appliances re costs of electrical consumption	6%	25%*	15%

* It must be remembered that during the simulated shopping a certain amount of probing was carried out which could result in more activity on the part of the salesperson.

DETAILED TABLES

EXPLANATION OF NOTATIONS USED IN THE DETAILED TABLES

* Frequency < 1

· Rounded Percent = 0

\- Percent = 0

NOTES: Percentages derived from "actual" bases of less than 100 should be interpreted with caution.

Percentages derived from "actual" bases of less than 50 should be interpreted with extreme caution.

All sub-totals in the detailed tables are correct even though the items listed below any sub-total may not exactly add to the sub-total through computer "rounding" (applies to (1) weighted frequencies where decimal not shown or (2) where percent shown without decimal).

STANDARD DEVIATION

The Standard Deviation is calculated by taking the square root of the variance around the mean. It is a summary statistic of variation printed below the mean. The Standard Deviation gives an idea of the likely variation around the mean if we are simply considering the mean as a descriptive statistic. When Standard Deviation scores are small relative to the means, means can be taken as good representations of the individual scores.

STANDARD ERROR

The Standard Error is calculated by dividing the Standard Deviation by the square root of the sample size. The Standard Error indicates the likely deviations that can be expected, and therefore the confidence limits.

For example, mean ± 2 standard errors will include the "true mean" 95% of the time.

INTERVIEW OF CONSUMERS

MJ576 CANADIAN FACTS

PAGE	TABLE	TITLE	BASE
1	1	0.3 LEVEL OF IMPORTANCE OF POINTS WHEN BUYING APPLIANCES	TOTAL BUYERS OF ELECTRICAL APPLIANCES
3	2	0.3 LEVEL OF IMPORTANCE OF POINTS WHEN BUYING APPLIANCES	TOTAL BUYERS OF ELECTRICAL APPLIANCES
5	3	0.4/5A CONSUMPTION OF ELECTRICITY BY APPLIANCE AS CRITERION WHEN MAKING	TOTAL BUYERS OF ELECTRICAL APPLIANCES
7	4	0.4/5A CONSUMPTION OF ELECTRICITY BY APPLIANCE AS CRITERION WHEN MAKING	TOTAL BUYERS OF ELECTRICAL APPLIANCES
9	5	0.5 RECALL OF ENERGUIDE LABEL	TOTAL BUYERS OF ELECTRICAL APPLIANCES
10	6	0.5 RECALL OF ENERGUIDE LABEL	TOTAL BUYERS OF ELECTRICAL APPLIANCES
11	7	0.5C AIDED RECALL OF ENERGUIDE DIRECTORY AND WHERE SEEN	TOTAL BUYERS OF ELECTRICAL APPLIANCES
12	8	0.5C AIDED RECALL OF ENERGUIDE DIRECTORY AND WHERE SEEN	TOTAL BUYERS OF ELECTRICAL APPLIANCES
13	9	0.5D COMPARISON OF APPLIANCES ON CONSUMPTION AND COST OF ELECTRICITY	TOTAL BUYERS OF ELECTRICAL APPLIANCES
14	10	0.5D COMPARISON OF APPLIANCES ON CONSUMPTION AND COST OF ELECTRICITY	TOTAL BUYERS OF ELECTRICAL APPLIANCES
15	11	0.6 INITIATION OF SUBJECT OF ENERGY CONSUMPTION DURING SALE	TOTAL BUYERS OF ELECTRICAL APPLIANCES
16	12	0.6 INITIATION OF SUBJECT OF ENERGY CONSUMPTION DURING SALE	TOTAL BUYERS OF ELECTRICAL APPLIANCES
17	13	0.7 AWARENESS OF UNIT OF MEASURE FOR ELECTRICITY AND COST PER UNIT	TOTAL BUYERS OF ELECTRICAL APPLIANCES
19	14	0.7 AWARENESS OF UNIT OF MEASURE FOR ELECTRICITY AND COST PER UNIT	TOTAL BUYERS OF ELECTRICAL APPLIANCES
21	15	0.8 PERCEPTION OF WHICH OF 6 APPLIANCES CONSUMES THE MOST AND	TOTAL BUYERS OF ELECTRICAL APPLIANCES
23	16	0.8 PERCEPTION OF WHICH OF 6 APPLIANCES CONSUMES THE MOST AND	TOTAL BUYERS OF ELECTRICAL APPLIANCES
25	17	RESONDENT CHARACTERISTICS	TOTAL BUYERS OF ELECTRICAL APPLIANCES
29	18	RESONDENT CHARACTERISTICS	TOTAL BUYERS OF ELECTRICAL APPLIANCES
33	19	SUMMARY OF CONTACTS	TOTAL CONTACTS

TABLE 1
0.3 LEVEL OF IMPORTANCE OF POINTS WHEN BUYING APPLIANCES
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	SEX: MALE	FEMALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
COLOUR												
VERY IMPORTANT	141 35.1	23 28.8	34 42.5	20 25.0	28 34.1	36 45.0	63 33.3	78 36.6	8 25.0	30 26.5	35 31.3	68 46.9
FAIRLY IMPORTANT	75 18.7	9 11.3	20 25.0	13 16.3	14 17.1	19 23.8	39 20.6	36 16.9	6 18.8	23 20.4	20 17.9	26 17.9
NOT VERY IMPORTANT	91 22.6	25 31.3	15 18.8	24 30.0	15 18.3	12 15.0	50 26.5	41 19.2	5 15.6	34 30.1	32 28.6	20 13.8
NOT IMPORTANT AT ALL	95 23.6	23 28.8	11 13.8	23 28.8	25 30.5	13 16.3	37 19.6	58 27.2	13 40.5	26 23.0	25 22.3	31 21.4
CHOICE OF DELIVERY DATE												
VERY IMPORTANT	191 47.5	44 55.0	45 56.3	33 41.3	38 46.3	31 38.8	83 43.9	108 50.7	10 31.3	49 43.4	54 48.2	78 53.8
FAIRLY IMPORTANT	67 16.7	8 10.0	16 20.0	11 13.8	14 17.1	18 22.5	31 16.4	36 16.9	7 21.9	15 13.3	24 21.4	21 14.5
NOT VERY IMPORTANT	75 18.7	17 21.3	13 16.3	16 20.0	15 18.3	14 17.5	41 21.7	34 16.0	5 15.6	28 24.8	23 20.5	19 13.1
NOT IMPORTANT AT ALL	69 17.2	11 13.8	6 7.5	20 25.0	15 18.3	17 21.3	34 18.0	35 16.4	10 31.3	21 18.6	11 9.8	27 18.6
ENERGY CONSUMPTION												
VERY IMPORTANT	146 36.3	35 43.8	25 31.3	27 33.8	33 40.2	26 32.5	66 34.9	80 37.6	11 34.4	38 33.6	48 42.9	49 33.8
FAIRLY IMPORTANT	87 21.6	14 17.5	18 22.5	24 30.0	17 20.7	14 17.5	40 21.2	47 22.1	11 34.4	32 28.3	16 14.3	28 19.3
NOT VERY IMPORTANT	97 24.1	21 26.3	20 25.0	19 23.8	18 22.0	19 23.8	48 25.4	49 23.0	6 18.8	22 19.5	33 29.5	36 24.8
NOT IMPORTANT AT ALL	72 17.9	10 12.5	17 21.3	10 12.5	14 17.1	21 26.3	35 18.5	37 17.4	4 12.5	21 18.6	15 13.4	32 22.1
GUARANTEE												
VERY IMPORTANT	304 75.6	66 82.5	57 71.3	59 73.8	61 74.4	61 76.3	133 70.4	171 80.3	25 78.1	84 74.3	81 72.3	114 78.6
FAIRLY IMPORTANT	77 19.2	8 10.0	19 23.8	17 21.3	16 19.5	17 21.3	44 23.3	33 15.5	7 21.9	24 21.2	23 20.5	23 15.9
NOT VERY IMPORTANT	14 3.5	6 7.5	2 2.5	2 2.5	3 3.7	1 1.3	8 4.2	6 2.8	0 .0	4 3.5	6 5.4	4 2.8
NOT IMPORTANT AT ALL	7 1.7	0 .0	2 2.5	2 2.5	2 2.4	1 1.3	4 2.1	3 1.4	0 .0	1 .9	2 1.8	4 2.8

TABLE 1
Q.3 LEVEL OF IMPORTANCE OF POINTS WHEN BUYING APPLIANCES
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	SEX: MALE	FEMALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
PRICE												
VERY IMPORTANT	259 64.4	58 72.5	56 70.0	41 51.3	52 63.4	52 65.0	117 61.9	142 66.7	17 53.1	77 68.1	74 66.1	91 62.8
FAIRLY IMPORTANT	100 24.9	15 18.8	16 20.0	28 35.0	19 23.2	22 27.5	51 27.0	49 23.0	8 25.0	30 26.5	24 21.4	38 26.2
NOT VERY IMPORTANT	35 8.7	5 6.3	5 6.3	11 13.8	10 12.2	4 5.0	15 7.9	20 9.4	6 18.8	4 3.5	12 10.7	13 9.0
NOT IMPORTANT AT ALL	8 2.0	2 2.5	3 3.8	0 .0	1 1.2	2 2.5	6 3.2	2 .9	1 3.1	2 1.8	2 1.8	3 2.1
SIZE												
VERY IMPORTANT	229 57.0	53 66.3	44 55.0	41 51.3	44 53.7	47 58.8	96 50.8	133 62.4	18 56.3	51 45.1	68 60.7	92 63.4
FAIRLY IMPORTANT	98 24.4	12 15.0	22 27.5	23 28.8	20 24.4	21 26.3	51 27.0	47 22.1	7 21.9	42 37.2	18 16.1	31 21.4
NOT VERY IMPORTANT	51 12.7	10 12.5	10 12.5	8 10.0	16 19.5	7 8.8	26 13.8	25 11.7	6 18.8	12 10.6	19 17.0	14 9.7
NOT IMPORTANT AT ALL	24 6.0	5 6.3	4 5.0	8 10.0	2 2.4	5 6.3	16 8.5	8 3.8	1 3.1	8 7.1	7 6.3	8 5.5
SPECIAL FEATURES												
VERY IMPORTANT	134 33.3	27 33.8	31 38.8	23 28.8	22 26.8	31 38.8	56 29.6	78 36.6	7 21.9	31 27.4	36 32.1	60 41.4
FAIRLY IMPORTANT	109 27.1	23 28.8	21 26.3	22 27.5	26 31.7	17 21.3	59 31.2	50 23.5	8 25.0	32 28.3	32 28.6	37 25.5
NOT VERY IMPORTANT	123 30.6	25 31.3	20 25.0	27 33.8	25 30.5	26 32.5	58 30.7	65 30.5	13 40.6	35 31.0	39 34.8	36 24.8
NOT IMPORTANT AT ALL	36 9.0	5 6.3	8 10.0	8 10.0	9 11.0	6 7.5	16 8.5	20 9.4	4 12.5	15 13.3	5 4.5	12 8.3
INFORMATION OBTAINED FROM SALESMAN												
VERY IMPORTANT	176 43.8	39 48.8	37 46.3	31 38.8	36 43.9	33 41.3	70 37.0	106 49.8	8 25.0	52 46.0	47 42.0	69 47.6
FAIRLY IMPORTANT	99 24.6	17 21.3	20 25.0	21 26.3	20 24.4	21 26.3	52 27.5	47 22.1	13 40.6	19 16.8	33 29.5	34 23.4
NOT VERY IMPORTANT	82 20.4	15 18.8	18 22.5	15 18.8	20 24.4	14 17.5	43 22.8	39 18.3	5 15.6	27 23.9	23 20.5	27 18.6
NOT IMPORTANT AT ALL	45 11.2	9 11.3	5 6.3	13 16.3	6 7.3	12 15.0	24 12.7	21 9.9	6 18.8	15 13.3	9 8.0	15 10.3

TABLE 2
Q.3 LEVEL OF IMPORTANCE OF POINTS WHEN BUYING APPLIANCES
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE: FREEZ-ER	DISH-WSHER	FRIDG	STOVE	DRYER	WASH-ER	TYPE OF STORE: DEPT.	FURN/APLNC	OTHER	ELECRIC BILL: HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	195 100.0	190 100.0	16 100.0	369 100.0	32 100.0
COLOUR												
VERY IMPORTANT	141 35.1	15 17.4	43 34.9	41 49.4	24 66.7	10 14.5	6 13.0	64 32.8	70 36.8	7 43.8	132 35.8	8 25.0
FAIRLY IMPORTANT	75 18.7	12 14.0	12 14.6	25 30.1	4 11.1	16 23.2	6 13.0	30 15.4	42 22.1	3 18.8	68 18.4	7 21.9
NOT VERY IMPORTANT	91 22.6	25 29.1	15 18.3	13 15.7	3 8.3	21 30.4	14 30.4	47 24.1	42 22.1	1 6.3	81 22.0	10 31.3
NOT IMPORTANT AT ALL	95 23.6	34 39.5	10 12.2	4 4.8	5 13.9	22 31.9	20 43.5	54 27.7	36 18.9	5 31.3	88 23.8	7 21.9
CHOICE OF DELIVERY DATE												
VERY IMPORTANT	191 47.5	34 39.5	34 41.5	42 50.6	24 66.7	34 49.3	23 50.0	89 45.6	97 51.1	4 25.0	175 47.4	15 46.9
FAIRLY IMPORTANT	67 16.7	19 22.1	15 18.3	11 13.3	3 8.3	12 17.4	7 15.2	33 16.9	29 15.3	5 31.3	62 16.8	5 15.6
NOT VERY IMPORTANT	75 18.7	19 22.1	14 17.1	15 18.1	4 11.1	12 17.4	11 23.9	41 21.0	31 16.3	3 18.8	71 19.2	4 12.5
NOT IMPORTANT AT ALL	69 17.2	14 16.3	19 23.2	15 18.1	5 13.9	11 15.9	5 10.9	32 16.4	33 17.4	4 25.0	61 16.5	8 25.0
ENERGY CONSUMPTION												
VERY IMPORTANT	146 36.3	41 47.7	33 40.2	24 28.9	13 36.1	25 36.2	10 21.7	76 39.0	63 33.2	6 37.5	133 36.0	13 40.6
FAIRLY IMPORTANT	87 21.6	17 19.8	18 22.0	21 25.3	8 22.2	16 23.2	7 15.2	44 22.6	41 21.6	2 12.5	79 21.4	8 25.0
NOT VERY IMPORTANT	97 24.1	19 22.1	17 20.7	20 24.1	9 25.0	19 27.5	13 28.3	51 26.2	43 22.6	3 18.8	93 25.2	4 12.5
NOT IMPORTANT AT ALL	72 17.9	9 10.5	14 17.1	18 21.7	6 16.7	9 13.0	16 34.8	24 12.3	43 22.6	5 31.3	64 17.3	7 21.9
GUARANTEE												
VERY IMPORTANT	304 75.6	70 81.4	58 70.7	59 71.1	25 69.4	55 79.7	37 80.4	155 79.5	136 71.6	12 75.0	278 75.3	26 81.3
FAIRLY IMPORTANT	77 19.2	12 14.0	21 25.6	16 19.3	8 22.2	13 18.8	7 15.2	33 16.9	41 21.6	3 18.8	71 19.2	6 18.8
NOT VERY IMPORTANT	14 3.5	3 3.5	2 2.4	6 7.2	1 2.8	1 1.4	1 2.2	5 2.6	9 4.7	0 .0	13 3.5	0 .0
NOT IMPORTANT AT ALL	7 1.7	1 1.2	1 1.2	2 2.4	2 5.6	0 .0	1 2.2	2 1.0	4 2.1	1 6.3	7 1.9	0 .0

TABLE 2 MJ576 CANADIAN FACTS
Q.3 LEVEL OF IMPORTANCE OF POINTS WHEN BUYING APPLIANCES
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES
6 MAR 84

	TOTAL	APPLIANCE---- FREEZ-ER	DISH-WSHER	FRIDG	STOVE	DRYER	WASH-ER	TYPE OF STORE---- DEPT.	FURN/APLNC	OTHER	ELECRIC BILL HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402	86	82	83	36	69	46	195	190	16	369	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PRICE												
VERY IMPORTANT	259	59	46	54	21	51	28	131	117	10	236	23
	64.4	68.6	56.1	65.1	58.3	73.9	60.9	67.2	61.6	62.5	64.0	71.9
FAIRLY IMPORTANT	100	18	20	24	12	12	14	49	47	4	94	6
	24.9	20.9	24.4	28.9	33.3	17.4	30.4	25.1	24.7	25.0	25.5	18.8
NOT VERY IMPORTANT	33	9	11	5	2	4	4	14	19	2	31	3
	8.7	10.5	13.4	6.0	5.6	5.8	8.7	7.2	10.0	12.5	8.4	9.4
NOT IMPORTANT AT ALL	8	0	5	0	1	2	0	1	7	0	8	0
	2.0	.0	6.1	.0	2.8	2.9	.0	.5	3.7	.0	2.2	.0
SIZE												
VERY IMPORTANT	229	60	35	53	26	34	21	117	103	8	206	22
	57.0	69.8	42.7	63.9	72.2	49.3	45.7	60.0	54.2	50.0	55.8	68.8
FAIRLY IMPORTANT	98	19	16	23	7	21	12	49	46	3	89	9
	24.4	22.1	19.5	27.7	19.4	30.4	26.1	25.1	24.2	18.8	24.1	28.1
NOT VERY IMPORTANT	51	7	18	3	2	11	8	21	26	4	30	1
	12.7	8.1	22.0	6.0	5.6	15.9	17.4	10.8	13.7	25.0	13.6	3.1
NOT IMPORTANT AT ALL	24	0	13	2	1	3	3	8	15	1	24	0
	6.0	.0	15.9	2.4	2.8	4.3	10.9	4.1	7.9	6.3	6.5	.0
SPECIAL FEATURES												
VERY IMPORTANT	134	22	32	28	13	22	17	64	63	5	124	10
	33.3	25.6	39.0	33.7	36.1	31.9	37.0	32.8	34.2	31.3	33.6	31.3
FAIRLY IMPORTANT	109	21	23	20	7	22	16	58	48	3	99	9
	27.1	24.4	28.0	24.1	19.4	31.9	34.8	29.7	25.3	18.8	26.8	28.1
NOT VERY IMPORTANT	123	32	20	30	11	20	10	56	63	3	111	12
	30.6	37.2	24.4	36.1	30.6	29.0	21.7	28.7	33.2	18.8	30.1	37.5
NOT IMPORTANT AT ALL	36	11	7	5	5	5	3	17	14	5	35	1
	9.0	12.8	8.5	6.0	13.9	7.2	6.5	8.7	7.4	31.3	9.5	3.1
INFORMATION OBTAINED FROM SALEMAN												
VERY IMPORTANT	176	45	36	30	19	32	14	94	76	5	158	17
	43.8	52.3	43.9	36.1	52.8	46.4	30.4	48.2	40.0	31.3	42.8	53.1
FAIRLY IMPORTANT	99	21	13	25	5	17	18	46	50	3	91	8
	24.6	24.4	15.9	30.1	13.9	24.6	39.1	23.6	26.3	18.8	24.7	25.0
NOT VERY IMPORTANT	82	13	19	20	7	17	6	37	41	4	79	3
	20.4	15.1	23.2	24.1	19.4	24.6	13.0	19.0	21.6	25.0	21.4	9.4
NOT IMPORTANT AT ALL	45	7	14	8	5	3	8	18	23	4	41	4
	11.2	8.1	17.1	9.6	13.9	4.3	17.4	9.2	12.1	25.0	11.1	12.5

TABLE 3
Q.4/3A CONSUMPTION OF ELECTRICITY BY APPLIANCE AS CRITERION WHEN MAKING CHOICE
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	SEX: MALE	FE-MALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
INCLUSION OF APPLIANCE'S ELECTRICAL CONSUMPTION AMONG DATA COLLECTED BEFORE PURCHASE												
YES	172 42.8	29 36.3	32 40.0	41 51.3	33 40.2	37 46.3	93 49.2	79 37.1	17 53.1	48 42.5	57 50.9	50 34.5
NO	220 54.7	50 62.5	47 58.8	37 46.3	46 56.1	40 50.0	93 49.2	127 59.6	15 46.9	60 53.1	55 49.1	90 62.1
CAN'T REMEMBER	10 2.5	1 1.3	1 1.3	2 2.5	3 3.7	3 3.8	3 1.6	7 3.3	0 .0	5 4.4	0 .0	5 3.4
BASE: TOTAL WHO HAD INFORMATION ON ELECTRICAL CONSUMPTION	172 100.0	29 100.0	32 100.0	41 100.0	33 100.0	37 100.0	93 100.0	79 100.0	17 100.0	48 100.0	57 100.0	50 100.0
LEARNED ABOUT APPLIANCE'S ELECTRICAL CONSUMPTION FROM:												
SALESPERSON	57 33.1	10 34.5	13 40.6	10 24.4	11 33.3	13 35.1	26 28.0	31 39.2	6 35.3	17 35.4	20 35.1	14 28.0
INDICATED ON APPLIANCE	89 51.7	17 65.5	17 53.1	18 43.9	18 54.5	17 45.9	53 57.0	36 45.6	7 41.2	28 58.3	31 54.4	23 46.0
BY PEOPLE THAT KNEW ABOUT IT	5 2.9	0 .0	1 3.1	3 7.3	0 .0	1 2.7	1 1.1	4 5.1	1 5.9	0 .0	2 3.5	2 4.0
FROM WIFE/HUSBAND/FRIENDS	7 4.1	3 10.3	1 3.1	1 2.4	1 3.0	1 2.7	3 3.2	4 5.1	0 .0	1 2.1	4 7.0	2 4.0
MANUAL WITH MACHINE/WITH GUARANTEE	8 4.7	1 3.4	5 15.6	0 .0	0 .0	2 5.4	5 5.4	3 3.8	1 5.9	3 6.3	0 .0	4 8.0
BOOKLETS /PAMPHLETS/WRITTEN INFORMATION	13 7.6	2 6.9	1 3.1	6 14.6	1 3.0	3 8.1	6 6.5	7 8.9	3 17.6	4 8.3	2 3.5	4 8.0
CONSUMER'S REPORT MAGAZINE/CONSUMER'S ASSOCIATION PAMPHLET	6 3.5	0 .0	1 3.1	2 4.9	2 6.1	1 2.7	4 4.3	2 2.5	0 .0	1 2.1	3 5.3	2 4.0
ENERGUIDE/ENERGUIDE BOOKLETS	3 1.7	1 3.4	0 .0	2 4.9	0 .0	0 .0	2 2.2	1 1.3	0 .0	1 2.1	2 3.5	0 .0
INQUIRED FROM UTILITIES	4 2.3	1 3.4	0 .0	2 4.9	0 .0	1 2.7	1 1.1	3 3.8	0 .0	2 4.2	0 .0	2 4.0
MISCELLANEOUS	4 2.3	1 3.4	1 3.1	1 2.4	0 .0	1 2.7	3 3.2	1 1.3	0 .0	1 2.1	1 1.8	2 4.0
CAN'T REMEMBER/DON'T KNOW	2 1.2	0 .0	0 .0	0 .0	0 .0	2 5.4	1 1.1	1 1.3	0 .0	0 .0	1 1.8	1 2.0

TABLE 3
Q.4/5A CONSUMPTION OF ELECTRICITY BY APPLIANCE AS CRITERION WHEN MAKING CHOICE
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	SEX: MALE	FE-MALE	AGE: 18-24	25-34	35-44	45 +
BASE: TOTAL FOUND ELECTRICAL CONSUMPTION INDICATED ON APPLIANCE	89 100.0	19 100.0	17 100.0	18 100.0	18 100.0	17 100.0	53 100.0	36 100.0	7 100.0	28 100.0	31 100.0	23 100.0
HOW INDICATED:												
ENERGUIDE/ENERGUIDE STICKER/ENERGY TAG	24 27.0	11 57.9	2 11.8	6 33.3	4 22.2	1 5.9	12 22.6	12 33.3	4 57.1	5 17.9	9 29.0	6 26.1
STICKER ON THE APPLIANCE/BLACK & WHITE STICKER	34 38.2	4 21.1	13 76.5	8 44.4	3 16.7	6 35.3	25 47.2	9 25.0	2 28.6	11 39.3	11 35.5	10 43.5
SEAL/STICKER ON FRONT/TOP/DOOR/INSIDE	19 21.3	5 26.3	0 .0	1 5.6	7 38.9	6 35.3	7 13.2	12 33.3	1 14.3	7 25.0	9 29.0	2 8.7
STICKER SAYING KWH/KW/CONSUMPTION ESTIMATION	23 25.8	0 .0	11 64.7	3 16.7	6 33.3	3 17.6	17 32.1	6 16.7	1 14.3	7 25.0	9 29.0	6 26.1
ROUND STICKER	6 6.7	0 .0	6 35.3	0 .0	0 .0	0 .0	4 7.5	2 5.6	0 .0	1 3.6	2 6.5	3 13.0
TAG SAID "ENERGY EFFICIENT/ENERGY SAVER FEATURES" ON MACHINE	5 5.6	0 .0	3 17.6	0 .0	1 5.6	1 5.9	3 5.7	2 5.6	0 .0	2 7.1	1 3.2	2 8.7
MANUFACTURER'S/APPLIANCE BROCHURE	2 2.2	0 .0	0 .0	0 .0	1 5.6	1 5.9	2 3.8	0 0	0 0	0 .0	1 3.2	1 4.3
MISCELLANEOUS	4 4.5	0 .0	3 17.6	0 .0	1 5.6	0 .0	3 5.7	1 2.8	0 .0	2 7.1	1 3.2	1 4.3
DON'T KNOW/NOT STATED	2 2.2	1 5.3	0 .0	0 .0	0 .0	1 5.9	2 3.8	0 0	0 0	0 .0	1 3.2	1 4.3

TABLE 4
Q.4/5A CONSUMPTION OF ELECTRICITY BY APPLIANCE AS CRITERION WHEN MAKING CHOICE
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE FREEZ-ER	APPLIANCE DISH-WSHER	APPLIANCE FRIDG	APPLIANCE STOVE	APPLIANCE DRYER	APPLIANCE WASH-ER	TYPE OF STORE DEPT.	TYPE OF STORE FURN/APLNC	TYPE OF STORE OTHER	ELECRIC BILL HSHLD PAYS	ELECRIC BILL OTHER PAYS
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	195 100.0	190 100.0	16 100.0	369 100.0	32 100.0
INCLUSION OF APPLIANCE'S ELECTRICAL CONSUMPTION AMONG DATA COLLECTED BEFORE PURCHASE												
YES	172 42.8	48 55.8	45 54.9	32 38.6	13 36.1	22 31.9	12 26.1	90 46.2	75 39.5	6 37.5	156 42.3	15 46.9
NO	220 54.7	37 43.0	35 42.7	49 59.0	22 61.1	44 63.8	33 71.7	101 51.8	109 57.4	10 62.5	203 55.0	17 53.1
CAN'T REMEMBER	10 2.5	1 1.2	2 2.4	2 2.4	1 2.8	3 4.3	1 2.2	4 2.1	6 3.2	0 .0	10 2.7	0 .0
BASE: TOTAL WHO HAD INFORMATION ON ELECTRICAL CONSUMPTION	172 100.0	48 100.0	45 100.0	32 100.0	13 100.0	22 100.0	12 100.0	90 100.0	75 100.0	6 100.0	156 100.0	15 100.0
LEARNED ABOUT APPLIANCE'S ELECTRICAL CONSUMPTION FROM:												
SALESPERSON	57 33.1	16 33.3	12 26.7	13 40.6	4 30.8	7 31.8	5 41.7	37 41.1	18 24.0	1 16.7	52 33.3	5 33.3
INDICATED ON APPLIANCE	89 51.7	28 58.3	23 51.1	16 50.0	2 15.4	12 54.5	8 66.7	41 45.6	45 60.0	3 50.0	81 51.9	7 46.7
BY PEOPLE THAT KNEW ABOUT IT	5 2.9	2 4.2	3 6.7	0 .0	0 .0	0 .0	0 .0	2 2.2	3 4.0	0 .0	5 3.2	0 .0
FROM WIFE/HUSBAND/FRIENDS	7 4.1	1 2.1	3 6.7	0 .0	0 .0	2 9.1	1 8.3	4 4.4	2 2.7	1 16.7	7 4.5	0 .0
MANUAL WITH MACHINE/WITH GUARANTEE	8 4.7	0 .0	5 11.1	1 3.1	1 7.7	0 .0	1 8.3	3 3.3	5 6.7	0 .0	8 5.1	0 .0
BOOKLETS /PAPHPHLETS/WRITTEN INFORMATION	13 7.6	3 6.3	2 4.4	1 3.1	5 38.5	2 9.1	0 0	5 5.6	7 9.3	1 16.7	12 7.7	1 6.7
CONSUMER'S REPORT MAGAZINE/CONSUMER'S ASSOCIATION PAMPHLET	6 3.5	1 2.1	1 2.2	2 6.3	1 7.7	1 4.5	0 .0	5 5.6	1 1.3	0 .0	5 3.2	1 6.7
ENERGUIDE/ENERGUIDE BOOKLETS	3 1.7	1 2.1	0 .0	2 6.3	0 .0	0 .0	0 .0	2 2.2	1 1.3	0 .0	3 1.9	0 .0
INQUIRED FROM UTILITIES	4 2.3	1 2.1	1 2.2	0 .0	1 7.7	1 4.5	0 .0	2 2.2	1 1.3	1 16.7	2 1.3	2 13.3
MISCELLANEOUS	4 2.3	1 2.1	0 .0	1 3.1	0 .0	2 9.1	0 .0	2 2.2	2 2.7	0 0	4 2.6	0 .0
CAN'T REMEMBER/DON'T KNOW	2 1.2	1 2.1	0 .0	1 3.1	0 .0	0 .0	0 .0	1 1.1	1 1.3	0 0	2 1.3	0 .0

TABLE 4
Q.4/5A CONSUMPTION OF ELECTRICITY BY APPLIANCE AS CRITERION WHEN MAKING CHOICE
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE: FREEZ-ER	DISH-WSHER	FRIDG	STOVE	DRYER	WASH-ER	TYPE OF STORE: DEPT.	FURN/APLNC	OTHER	ELECRIC BILL: HSHLD PAYS	OTHER PAYS
BASE: TOTAL FOUND ELECTRICAL CONSUMPTION INDICATED ON APPLIANCE	89 100.0	28 100.0	23 100.0	16 100.0	2 100.0	12 100.0	8 100.0	41 100.0	45 100.0	3 100.0	81 100.0	7 100.0
HOW INDICATED:												
ENERGUIDE/ENERGUIDE STICKER/ENERGY TAG	24 27.0	11 39.3	5 21.7	2 12.5	0 0	5 41.7	1 12.5	10 24.4	14 31.1	0 .0	23 28.4	1 14.3
STICKER ON THE APPLIANCE/BLACK & WHITE STICKER	34 38.2	9 32.1	12 52.2	6 37.5	1 50.0	3 25.0	3 37.5	18 43.9	14 31.1	2 66.7	29 35.8	5 71.4
SEAL/STICKER ON FRONT/TOP/DOOR/INSIDE	19 21.3	2 7.1	2 8.7	8 50.0	1 50.0	2 16.7	4 50.0	8 19.5	11 24.4	0 .0	18 22.2	0 .0
STICKER SAYING KWH/KW/CONSUMPTION ESTIMATION	23 25.8	7 25.0	6 26.1	4 25.0	1 50.0	4 33.3	1 12.5	8 19.5	13 28.9	2 66.7	21 25.9	1 14.3
ROUND STICKER	6 6.7	2 7.1	1 4.3	2 12.5	1 50.0	0 .0	0 0	3 7.3	2 4.4	1 33.3	6 7.4	0 .0
TAG SAID "ENERGY EFFICIENT/ENERGY SAVER FEATURES" ON MACHINE	5 5.6	1 3.6	3 13.0	0 .0	0 .0	0 .0	1 12.5	2 4.9	2 4.4	1 33.3	3 6.2	0 .0
MANUFACTURER'S/APPLIANCE BROCHURE	2 2.2	0 .0	2 8.7	0 .0	0 .0	0 .0	0 .0	0 .0	2 4.4	0 .0	2 2.5	0 .0
MISCELLANEOUS	4 4.5	1 3.6	0 .0	1 6.3	0 .0	0 .0	2 25.0	2 4.9	2 4.4	0 .0	4 4.9	0 .0
DON'T KNOW/NOT STATED	2 2.2	1 3.6	0 .0	1 6.3	0 .0	0 .0	0 .0	2 4.9	0 0	0 .0	1 1.2	1 14.3

TABLE 3
Q.5 RECALL OF ENERGUIDE LABEL
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	SEX: MALE	FE-MALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
ENERGUIDE LABEL												
TOTAL CLAIMED SEEING LABEL (Q.5B)	330 82.1	64 80.0	65 81.3	70 87.5	69 84.1	62 77.5	156 82.5	174 81.7	26 81.3	97 85.8	92 82.1	113 79.3
-MENTIONED UNAIDED (Q.5A)	82 20.4	18 22.5	15 18.8	18 22.5	16 19.5	15 18.8	49 25.9	33 15.5	6 18.8	27 23.9	28 25.0	21 14.5
-RECALLED AIDED	248 61.7	46 57.5	50 62.5	52 65.0	53 64.6	47 58.8	107 56.6	141 66.2	20 62.5	70 61.9	64 57.1	94 64.8
TOTAL DO NOT RECALL SEEING LABEL	72 17.9	16 20.0	15 18.8	10 12.5	13 15.9	18 22.5	33 17.5	39 18.3	6 18.8	16 14.2	20 17.9	30 20.7
BASE: TOTAL CLAIMED SEEING LABEL	330 100.0	64 100.0	65 100.0	70 100.0	69 100.0	62 100.0	156 100.0	174 100.0	26 100.0	97 100.0	92 100.0	115 100.0
LABEL WAS:												
INSIDE APPLIANCE	54 16.4	14 21.9	13 20.0	6 8.6	13 18.8	8 12.9	27 17.3	27 15.5	4 15.4	13 13.4	19 20.7	18 15.7
OUTSIDE	248 75.2	46 71.9	50 76.9	57 81.4	50 72.5	45 72.6	118 75.6	130 74.7	20 76.9	79 81.4	65 70.7	84 73.0
DON'T KNOW	26 7.9	4 6.3	2 3.1	7 10.0	6 8.7	7 11.3	11 7.1	15 8.6	2 7.7	4 4.1	7 7.6	13 11.3
NOT STATED	2 .6	0 .0	0 .0	0 .0	0 0	2 3.2	0 .0	2 1.1	0 .0	1 1.0	1 1.1	0 .0

TABLE 6
Q.5 RECALL OF ENERGUIDE LABEL
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE: FREEZ-ER	DISH-WSHER	FRIDG	STOVE	DRYER	WASH-ER	TYPE OF STORE: DEPT.	FURN/APLNC	OTHER	ELECRIC BILL: HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	193 100.0	190 100.0	16 100.0	369 100.0	32 100.0
ENERGUIDE LABEL												
TOTAL CLAIMED SEEING LABEL (Q.5B)	330 82.1	74 86.0	75 91.5	63 75.9	24 66.7	59 85.5	35 76.1	157 80.5	159 83.7	13 81.3	299 81.0	30 93.8
-MENTIONED UNAIDED (Q.5A)	82 20.4	25 29.1	22 26.8	14 16.9	2 5.6	12 17.4	7 15.2	36 18.5	43 22.6	3 18.8	75 20.3	6 18.8
-RECALLED AIDED	248 61.7	49 57.0	53 64.6	49 59.0	22 61.1	47 68.1	28 60.9	121 62.1	116 61.1	10 62.5	224 60.7	24 75.0
TOTAL DO NOT RECALL SEEING LABEL	72 17.9	12 14.0	7 8.5	20 24.1	12 33.3	10 14.5	11 23.9	38 19.5	31 16.3	3 18.8	70 19.0	2 6.3
BASE: TOTAL CLAIMED SEEING LABEL	330 100.0	74 100.0	75 100.0	63 100.0	24 100.0	59 100.0	35 100.0	157 100.0	159 100.0	13 100.0	299 100.0	30 100.0
LABEL WAS:												
INSIDE APPLIANCE	54 16.4	6 8.1	11 14.7	33 52.4	1 4.2	2 3.4	1 2.9	24 15.3	26 16.4	3 23.1	52 17.4	2 6.7
OUTSIDE	248 75.2	63 85.1	54 72.0	25 39.7	21 87.5	54 91.5	31 88.6	121 77.1	117 73.6	10 76.9	222 74.2	25 83.3
DON'T KNOW	26 7.9	5 6.8	9 12.0	5 7.9	2 8.3	2 3.4	3 8.6	11 7.0	15 9.4	0 .0	23 7.7	3 10.0
NOT STATED	2 .6	0 .0	1 1.3	0 .0	0 .0	1 1.7	0 .0	1 .6	1 .6	0 .0	2 .7	0 .0

TABLE 7
Q.5C AIDED RECALL OF ENERQUIDE DIRECTORY AND WHERE SEEN
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	SEX: MALE	FE-MALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
AIDED RECALL												
TOTAL RECALL SEEING DIRECTORY	50 12.4	11 13.8	4 5.0	10 12.5	16 19.5	9 11.3	28 14.8	22 10.3	4 12.5	11 9.7	13 11.6	22 15.2
-IN STORE WHERE BOUGHT APPLIANCE	23 5.7	3 3.8	4 5.0	6 7.5	5 6.1	5 6.3	11 5.8	12 5.6	3 9.4	4 3.5	5 4.5	11 7.6
-IN OTHER STORE	8 2.0	2 2.5	0 0	1 1.3	3 3.7	2 2.5	5 2.6	3 1.4	1 3.1	1 .9	3 2.7	3 2.1
-AT EXHIBITION/HOME SHOW	4 1.0	2 2.5	0 0	0 0	2 2.4	0 0	3 1.6	1 .5	0 0	1 .9	2 1.8	1 .7
-FROM POWER CO./GOV'T OFFICES/IN MAIL	9 2.2	2 2.5	0 0	3 3.8	3 3.7	1 1.3	6 3.2	3 1.4	0 0	3 2.7	0 0	4 4.1
-AT WORK	2 .5	1 1.3	0 0	0 0	1 1.2	0 0	0 0	2 .9	0 0	0 0	2 1.8	0 0
-MISCELLANEOUS	6 1.5	3 3.8	0 0	0 0	2 2.4	1 1.3	3 1.6	3 1.4	1 3.1	2 1.8	2 1.8	1 .7
TOTAL DO NOT RECALL SEEING DIRECTORY	352 87.6	69 86.3	76 95.0	70 87.5	66 80.5	71 88.8	161 85.2	191 89.7	28 87.5	102 90.3	99 88.4	123 84.8

TABLE 8
Q.5C AIDED RECALL OF ENERGUIDE DIRECTORY AND WHERE SEEN
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE---- FREEZ-ER	DISH-WSHER	FRIDG	STOVE	DRYER	WASH-ER	TYPE OF STORE---- DEPT.	FURN/APLNC	OTHER	ELECRIC BILL HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	193 100.0	190 100.0	16 100.0	369 100.0	32 100.0
AIDED RECALL												
TOTAL RECALL SEEING DIRECTORY	50 12.4	14 16.3	12 14.6	11 13.3	7 19.4	4 5.8	2 4.3	28 14.4	19 10.0	2 12.5	44 11.9	6 18.8
-IN STORE WHERE BOUGHT APPLIANCE	23 5.7	9 10.5	8 9.8	2 2.4	3 8.3	0 .0	1 2.2	12 6.2	9 4.7	1 6.3	19 5.1	4 12.5
-IN OTHER STORE	8 2.0	0 0	2 2.4	2 2.4	1 2.8	3 4.3	0 .0	6 3.1	2 1.1	0 0	8 2.2	0 .0
-AT EXHIBITION/HOME SHOW	4 1.0	2 2.3	1 1.2	1 1.2	0 .0	0 .0	0 .0	2 1.0	2 1.1	0 0	4 1.1	0 .0
-FROM POWER CO./GOV'T OFFICES/IN MAIL	9 2.2	2 2.3	0 .0	4 4.8	2 5.6	0 .0	1 2.2	6 3.1	2 1.1	1 6.3	7 1.9	2 6.3
-AT WORK	2 .5	1 1.2	0 .0	1 1.2	0 .0	0 .0	0 .0	2 1.0	0 .0	0 0	2 .5	0 .0
-MISCELLANEOUS	6 1.5	1 1.2	1 1.2	1 1.2	1 2.8	2 2.9	0 .0	2 1.0	4 2.1	0 .0	6 1.6	0 .0
TOTAL DO NOT RECALL SEEING DIRECTORY	352 87.6	72 83.7	70 85.4	72 86.7	29 80.6	65 94.2	44 95.7	167 85.6	171 90.0	14 87.5	325 88.1	26 81.3

TABLE 9
Q.5D COMPARISON OF APPLIANCES ON CONSUMPTION AND COST OF ELECTRICITY BEFORE MAKING CHOICE
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	SEX: MALE	FE-MALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
COMPARED "AMOUNT" OF ELECTRICITY CONSUMED												
YES	101 25.1	14 17.5	20 25.0	27 33.8	22 26.8	18 22.5	53 28.0	48 22.5	11 34.4	26 23.0	33 29.5	31 21.4
NO	297 73.9	64 80.0	60 75.0	53 66.3	59 72.0	61 76.3	135 71.4	162 76.1	21 65.6	86 76.1	79 70.5	111 76.6
CAN'T REMEMBER	4 1.0	2 2.5	0 .0	0 .0	1 1.2	1 1.3	1 .5	3 1.4	0 .0	1 .9	0 0	3 2.1
COMPARED "COST" OF ELECTRICITY CONSUMED												
YES	26 6.5	7 8.8	5 6.3	7 8.8	4 4.9	3 3.8	14 7.4	12 5.6	4 12.5	8 7.1	7 6.3	7 4.8
NO	373 92.8	73 91.3	75 93.8	70 87.5	78 95.1	77 96.3	175 92.6	198 93.0	27 84.4	105 92.9	104 92.9	137 94.5
CAN'T REMEMBER	3 .7	0 .0	0 .0	3 3.8	0 .0	0 .0	0 .0	3 1.4	1 3.1	0 .0	1 .9	1 .7
BASE: TOTAL COMPARED COSTS	26 100.0	7 100.0	5 100.0	7 100.0	4 100.0	3 100.0	14 100.0	12 100.0	4 100.0	8 100.0	7 100.0	7 100.0
CALCULATED COSTS:												
WITH DIRECTORY	7 26.9	2 28.6	0 .0	3 42.9	2 50.0	0 .0	3 21.4	4 33.3	2 50.0	2 25.0	2 28.6	1 14.3
WITHOUT DIRECTORY	18 69.2	5 71.4	5 100.0	4 57.1	2 50.0	2 66.7	11 78.6	7 58.3	2 50.0	6 75.0	5 71.4	5 71.4
CAN'T REMEMBER	1 3.8	0 .0	0 .0	0 .0	0 .0	1 33.3	0 0	1 8.3	0 0	0 0	0 .0	1 14.3
WITH SALESPERSON'S HELP	10 38.5	3 42.9	2 40.0	3 42.9	1 25.0	1 33.3	6 42.9	4 33.3	1 25.0	4 50.0	2 28.6	3 42.9
WITHOUT SALESPERSON'S HELP	16 61.5	4 57.1	3 60.0	4 57.1	3 75.0	2 66.7	8 57.1	8 66.7	3 75.0	4 50.0	5 71.4	4 57.1
CAN'T REMEMBER	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 0	0 .0	0 .0	0 .0

TABLE 10
G 5D COMPARISON OF APPLIANCES ON CONSUMPTION AND COST OF ELECTRICITY
BEFORE MAKING CHOICE
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE---- FREEZ -ER	DISH- WSHER	FRIDG	STOVE	DRYER	WASH -ER	TYPE OF STORE---- DEPT.	FURN/ APLNC	OTHER	ELECRIC BILL HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402	86	82	83	36	69	46	195	190	16	369	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
COMPARED "AMOUNT" OF ELECTRICITY CONSUMED												
YES	101	26	28	19	8	12	8	30	47	4	93	6
	25.1	30.2	34.1	22.9	22.2	17.4	17.4	25.6	24.7	25.0	25.7	18.8
NO	297	59	53	64	28	56	37	142	142	12	270	26
	73.9	68.6	64.6	77.1	77.8	81.2	80.4	72.8	74.7	75.0	73.2	81.3
CAN'T REMEMBER	4	1	1	0	0	1	1	3	1	0	4	0
	1.0	1.2	1.2	.0	0	1.4	2.2	1.5	.5	.0	1.1	.0
COMPARED "COST" OF ELECTRICITY CONSUMED												
YES	26	6	4	8	3	3	2	16	10	0	23	1
	6.5	7.0	4.9	9.6	8.3	4.3	4.3	8.2	5.3	0	6.8	3.1
NO	373	77	78	75	33	66	44	179	178	15	341	31
	92.8	89.5	95.1	90.4	91.7	95.7	95.7	91.8	93.7	93.8	92.4	96.9
CAN'T REMEMBER	3	3	0	0	0	0	0	0	2	1	3	0
	.7	3.5	.0	.0	.0	.0	.0	.0	1.1	6.3	.8	.0
BASE: TOTAL COMPARED COSTS	26	6	4	8	3	3	2	16	10	0	25	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0	100.0	100.0
CALCULATED COSTS:												
WITH DIRECTORY	7	2	0	2	1	2	0	5	2	0	7	0
	26.9	33.3	0	25.0	33.3	66.7	0	31.3	20.0	0	28.0	0
WITHOUT DIRECTORY	18	4	4	5	2	1	2	10	8	0	17	1
	69.2	66.7	100.0	62.5	66.7	33.3	100.0	62.5	80.0	0	68.0	100.0
CAN'T REMEMBER	1	0	0	1	0	0	0	1	0	0	1	0
	3.8	0	0	12.5	0	0	0	6.3	0	0	4.0	0
WITH SALESPERSON'S HELP	10	3	1	3	1	1	0	6	4	0	9	1
	38.5	50.0	25.0	37.5	33.3	33.3	50.0	37.5	40.0	0	36.0	100.0
WITHOUT SALESPERSON'S HELP	16	3	3	5	2	2	1	10	6	0	16	0
	61.5	50.0	75.0	62.5	66.7	66.7	50.0	62.5	60.0	0	64.0	0
CAN'T REMEMBER	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 11
Q.6 INITIATION OF SUBJECT OF ENERGY CONSUMPTION DURING SALE
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

		REGION:					SEX:		AGE:			
	TOTAL	HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	MALE	FE-MALE	18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
SUBJECT INITIATED BY:												
SALESPERSON	122 30.3	24 30.0	21 26.3	25 31.3	28 34.1	24 30.0	58 30.7	64 30.0	10 31.3	31 27.4	42 37.5	39 26.9
RESPONDENT	46 11.4	8 10.0	11 13.8	15 18.8	4 4.9	8 10.0	21 11.1	25 11.7	4 12.5	18 15.9	12 10.7	12 8.3
SUBJECT NOT DISCUSSED	227 56.5	46 57.5	49 61.3	36 45.0	50 61.0	46 57.5	107 56.6	120 56.3	17 53.1	61 54.0	55 49.1	94 64.8
CAN'T REMEMBER	8 2.0	2 2.5	0 .0	4 5.0	0 .0	2 2.5	3 1.6	5 2.3	1 3.1	3 2.7	3 2.7	1 .7

TABLE 12
Q.6 INITIATION OF SUBJECT OF ENERGY CONSUMPTION DURING SALE
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

		APPLIANCE----------						TYPE OF STORE----			ELECRIC BILL	
	TOTAL	FREEZ -ER	DISH- WSHER	FRIDG	STOVE	DRYER	WASH -ER	DEPT.	FURN/ APLNC	OTHER	HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	195 100.0	190 100.0	16 100.0	369 100.0	32 100.0
SUBJECT INITIATED BY:												
SALESPERSON	122 30.3	32 37.2	24 29.3	29 34.9	11 30.6	17 24.6	9 19.6	61 31.3	58 30.5	2 12.5	110 29.8	11 34.4
RESPONDENT	46 11.4	15 17.4	15 18.3	4 4.8	5 13.9	5 7.2	2 4.3	27 13.8	18 9.5	1 6.3	42 11.4	4 12.5
SUBJECT NOT DISCUSSED	227 56.5	38 44.2	42 51.2	48 57.8	21 58.3	46 66.7	32 69.6	106 54.4	109 57.4	12 75.0	212 57.5	15 46.9
CAN'T REMEMBER	8 2.0	1 1.2	1 1.2	2 2.4	0 .0	1 1.4	3 6.5	2 1.0	5 2.6	1 6.3	6 1.6	2 6.3

TABLE 13
Q.7 AWARENESS OF UNIT OF MEASURE FOR ELECTRICITY AND COST PER UNIT
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	SEX: MALE	FE-MALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
UNIT OF MEASURE												
KILOWATT	124 30.8	13 16.3	30 37.5	22 27.5	35 42.7	24 30.0	59 31.2	65 30.5	12 37.5	34 30.1	37 33.0	41 28.3
KILOWATT HOUR	106 26.4	39 48.8	9 11.3	28 35.0	17 20.7	13 16.3	65 34.4	41 19.2	12 37.5	37 32.7	28 25.0	29 20.0
WATTS	10 2.5	0 .0	1 1.3	1 1.3	3 3.7	5 6.3	4 2.1	6 2.8	2 6.3	1 .9	3 2.7	4 2.8
MISC. ELECTRICAL MENTIONS	2 .5	0 .0	0 .0	1 1.3	0 .0	1 1.3	1 .5	1 .5	0 .0	1 .9	0 .0	1 .7
MISC. NON-ELECT. MENTIONS	4 1.0	0 .0	0 .0	2 2.5	0 .0	2 2.5	3 1.6	1 .5	0 .0	2 1.8	2 1.8	0 .0
DON'T KNOW	156 38.8	28 35.0	40 50.0	26 32.5	27 32.9	35 43.8	57 30.2	99 46.5	6 18.8	38 33.6	42 37.5	70 48.3
PRICE PER KWH**												
2	2 .5	0 .0	1 1.3	1 1.3	0 .0	0 .0	2 1.1	0 .0	0 .0	0 .0	2 1.8	0 .0
3	2 .5	0 .0	1 1.3	0 .0	1 1.2	0 .0	1 .5	1 .5	0 .0	1 .9	0 .0	1 .7
4	4 1.0	0 .0	1 1.3	0 .0	1 1.2	2 2.5	2 1.1	2 .9	0 .0	1 .9	2 1.8	1 .7
5	2 .5	0 .0	0 .0	0 .0	1 1.2	1 1.3	1 .5	1 .5	0 .0	0 .0	2 1.8	0 .0
6	2 .5	1 1.3	1 1.3	0 .0	0 .0	0 .0	1 .5	1 .5	0 .0	1 .9	0 .0	1 .7
7	2 .5	2 2.5	0 .0	0 .0	0 .0	0 .0	2 1.1	0 .0	0 .0	1 .9	0 .0	1 .7
8	1 .2	1 1.3	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	0 .0	1 .9	0 .0
10	1 .2	0 .0	0 .0	0 .0	0 .0	1 1.3	1 .5	0 .0	1 3.1	0 .0	0 .0	0 .0
15	1 .2	0 .0	1 1.3	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	0 .0	1 .7
20	1 .2	0 .0	1 1.3	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	1 .9	0 .0	0 .0
27	1 .2	1 1.3	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	1 .9	0 .0	0 .0
41	1 .2	0 .0	0 .0	0 .0	0 .0	1 1.3	1 .5	0 .0	0 .0	1 .9	0 .0	0 .0
47	1 .2	0 .0	0 .0	1 1.3	0 .0	0 .0	1 .5	0 .0	0 .0	1 .9	0 .0	0 .0
48	1 .2	1 1.3	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	1 .9	0 .0	0 .0

TABLE 13
Q.7 AWARENESS OF UNIT OF MEASURE FOR ELECTRICITY AND COST PER UNIT
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	SEX: MALE	FE-MALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
PRICE PER KWH												
50	1 .2	0 .0	0 .0	0 .0	1 1.2	0 .0	0 .0	1 .5	1 3.1	0 .0	0 .0	0 .0
85	1 .2	1 1.3	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	1 .9	0 .0	0 .0
93	1 .2	1 1.3	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	0 .0	0 .0	1 .7
132	1 .2	0 .0	1 1.3	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	0 .0	1 .9	0 .0
DON'T KNOW	376 93.5	72 90.0	73 91.3	78 97.5	78 95.1	75 93.8	170 89.9	206 96.7	30 93.8	103 91.2	104 92.9	139 95.9

**CHARGES ARE IN CENTS/KWH

TABLE 14
9.7 AWARENESS OF UNIT OF MEASURE FOR ELECTRICITY AND COST PER UNIT
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

		APPLIANCE						TYPE OF STORE			ELECRIC BILL	
	TOTAL	FREEZ -ER	DISH- WSHER	FRIDG	STOVE	DRYER	WASH -ER	DEPT.	FURN/ APLNC	OTHER	HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	195 100.0	190 100.0	16 100.0	369 100.0	32 100.0
UNIT OF MEASURE												
KILOWATT	124 30.8	28 32.6	25 30.5	28 33.7	10 27.8	20 29.0	13 28.3	49 25.1	64 33.7	11 68.8	113 30.6	11 34.4
KILOWATT HOUR	106 26.4	16 18.6	27 32.9	22 26.5	7 19.4	22 31.9	12 26.1	54 27.7	51 26.8	1 6.3	101 27.4	4 12.5
WATTS	10 2.5	3 3.5	2 2.4	3 3.6	2 5.6	0 .0	0 .0	5 2.6	5 2.6	0 .0	10 2.7	0 .0
MISC. ELECTRICAL MENTIONS	2 .5	2 2.3	0 .0	0 .0	0 .0	0 .0	0 .0	1 .5	1 .5	0 .0	2 .5	0 .0
MISC. NON-ELECT. MENTIONS	4 1.0	3 3.5	0 .0	0 .0	0 .0	0 .0	1 2.2	3 1.5	1 .5	0 .0	2 .5	2 6.3
DON'T KNOW	156 38.8	34 39.5	28 34.1	30 36.1	17 47.2	27 39.1	20 43.5	83 42.6	68 35.8	4 25.0	141 38.2	15 46.9
PRICE PER KWH**												
2	2 .5	0 .0	0 .0	1 1.2	0 0	0 .0	1 2.2	2 1.0	0 .0	0 .0	2 .5	0 .0
3	2 .5	0 .0	2 2.4	0 .0	0 .0	0 .0	0 .0	1 .5	1 .5	0 .0	2 .5	0 .0
4	4 1.0	1 1.2	1 1.2	1 1.2	0 .0	1 1.4	0 .0	2 1.0	2 1.1	0 .0	3 .8	0 .0
5	2 .5	0 .0	1 1.2	1 1.2	0 .0	0 .0	0 .0	1 .5	1 .5	0 .0	2 .5	0 .0
6	2 .5	0 .0	0 .0	1 1.2	0 .0	1 1.4	0 .0	0 .0	2 1.1	0 .0	2 .5	0 .0
7	2 .5	0 .0	0 .0	1 1.2	1 2.8	0 .0	0 .0	2 1.0	0 .0	0 .0	2 .5	0 .0
8	1 .2	0 .0	0 .0	1 1.2	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	1 .3	0 .0
10	1 .2	1 1.2	0 .0	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	1 .3	0 .0
15	1 .2	0 .0	0 .0	1 1.2	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	1 .3	0 .0
20	1 .2	0 .0	0 .0	0 .0	0 .0	1 1.4	0 .0	0 .0	1 .5	0 .0	1 .3	0 .0
27	1 .2	0 .0	0 .0	0 .0	0 .0	1 1.4	0 .0	1 .5	0 .0	0 .0	1 .3	0 .0
41	1 .2	0 .0	1 1.2	0 .0	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	1 .3	0 .0
47	1 .2	0 .0	1 1.2	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	1 .3	0 .0
48	1 .2	0 .0	0 .0	0 .0	0 0	1 1.4	0 .0	0 .0	1 .5	0 .0	1 .3	0 .0

TABLE 14
Q.7 AWARENESS OF UNIT OF MEASURE FOR ELECTRICITY AND COST PER UNIT
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE---- FREEZ -ER	DISH- WSHER	FRIDG	STOVE	DRYER	WASH -ER	TYPE OF STORE---- DEPT	FURN/ APLNC	OTHER	ELECRIC BILL HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	195 100.0	190 100.0	16 100.0	369 100.0	32 100.0
PRICE PER KWH												
50	1 .2	0 .0	0 .0	0 .0	1 2.8	0 .0	0 .0	1 .5	0 .0	0 .0	1 .3	0 .0
85	1 .2	0 .0	0 .0	1 1.2	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	1 .3	0 .0
93	1 .2	0 .0	1 1.2	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	1 .3	0 .0
132	1 .2	0 .0	1 1.2	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	1 .3	0 .0
DON'T KNOW	376 93.5	84 97.7	74 90.2	75 90.4	34 94.4	64 92.8	45 97.8	181 92.8	178 93.7	16 100.0	344 93.2	32 100.0

**CHARGES ARE IN CENTS/KWH

TABLE 13
Q 8 PERCEPTION OF WHICH OF 6 APPLIANCES CONSUMES THE MOST AND WHICH THE LEAST AMOUNT OF ELECTRICITY
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	SEX: MALE	FE-MALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
MOST												
FREEZER	22 5.5	6 7.5	1 1.3	6 7.5	4 4.9	5 6.3	7 3.7	15 7.0	1 3.1	9 8.0	8 7.1	4 2.8
DISHWASHER	57 14.2	8 10.0	22 27.5	10 12.5	6 7.3	11 13.8	18 9.5	39 18.3	2 6.3	15 13.3	19 17.0	21 14.5
REFRIGERATOR	46 11.4	9 11.3	2 2.5	15 18.8	14 17.1	6 7.5	20 10.6	26 12.2	7 21.9	16 14.2	11 9.8	12 8.3
STOVE/RANGE	104 25.9	19 23.8	19 23.8	21 26.3	27 32.9	18 22.5	55 29.1	49 23.0	10 31.3	23 20.4	24 21.4	47 32.4
CLOTHES DRYER	153 38.1	37 46.3	32 40.0	25 31.3	25 30.5	34 42.5	80 42.3	73 34.3	8 25.0	45 39.8	45 40.2	55 37.9
CLOTHES WASHER	19 4.7	1 1.3	4 5.0	3 3.8	6 7.3	5 6.3	9 4.8	10 4.7	3 9.4	5 4.4	5 4.5	6 4.1
NO IDEA	1 .2	0 .0	0 .0	0 .0	0 .0	1 1.3	0 0	1 .5	1 3.1	0 0	0 .0	0 0
SECOND												
FREEZER	40 10.0	11 13.8	5 6.3	7 8.8	10 12.2	7 8.8	16 8.5	24 11.3	5 15.6	6 5.3	14 12.5	15 10.3
DISHWASHER	69 17.2	17 21.3	20 25.0	7 8.8	9 11.0	16 20.0	30 15.9	39 18.3	3 9.4	19 16.8	20 17.9	27 18.6
REFRIGERATOR	61 15.2	19 23.8	3 3.8	12 15.0	13 15.9	14 17.5	30 15.9	31 14.6	4 12.5	24 21.2	20 17.9	13 9.0
STOVE/RANGE	83 20.6	17 21.3	12 15.0	22 27.5	20 24.4	12 15.0	43 22.8	40 18.8	6 18.8	27 23.9	19 17.0	31 21.4
CLOTHES DRYER	110 27.4	12 15.0	29 36.3	23 28.8	24 29.3	22 27.5	51 27.0	59 27.7	10 31.3	26 23.0	28 25.0	46 31.7
CLOTHES WASHER	38 9.5	3 3.8	11 13.8	9 11.3	6 7.3	9 11.3	19 10.1	19 8.9	4 12.5	11 9.7	11 9.8	12 8.3
NO IDEA	1 .2	1 1.3	0 .0	0 0	0 0	0 0	0 .0	1 .5	0 0	0 0	0 .0	1 .7

TABLE 15
Q.8 PERCEPTION OF WHICH OF 6 APPLIANCES CONSUMES THE MOST AND WHICH THE LEAST AMOUNT OF ELECTRICITY
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	SEX: MALE	FEMALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402	80	80	80	82	80	189	213	32	113	112	145
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
THIRD												
FREEZER	129	21	20	30	18	40	74	55	10	32	38	49
	32.1	26.3	25.0	37.5	22.0	50.0	39.2	25.8	31.3	28.3	33.9	33.8
DISHWASHER	51	17	4	8	8	14	24	27	8	21	9	13
	12.7	21.3	5.0	10.0	9.8	17.5	12.7	12.7	25.0	18.6	8.0	9.0
REFRIGERATOR	89	13	35	12	20	9	39	50	2	19	22	46
	22.1	16.3	43.8	15.0	24.4	11.3	20.6	23.5	6.3	16.8	19.6	31.7
STOVE/RANGE	36	6	6	8	11	5	13	23	4	8	12	12
	9.0	7.5	7.5	10.0	13.4	6.3	6.9	10.8	12.5	7.1	10.7	8.3
CLOTHES DRYER	20	3	1	5	10	1	5	15	4	8	5	3
	5.0	3.8	1.3	6.3	12.2	1.3	2.6	7.0	12.5	7.1	4.5	2.1
CLOTHES WASHER	72	18	14	16	13	11	34	38	4	23	26	19
	17.9	22.5	17.5	20.0	15.9	13.8	18.0	17.8	12.5	20.4	23.2	13.1
NO IDEA	5	2	0	1	2	0	0	5	0	2	0	3
	1.2	2.5	.0	1.3	2.4	.0	.0	2.3	.0	1.8	.0	2.1

TABLE 16
Q 8 PERCEPTION OF WHICH OF 6 APPLIANCES CONSUMES THE MOST AND WHICH THE LEAST AMOUNT OF ELECTRICITY
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE: FREEZ-ER	DISH-WSHER	FRIDG	STOVE	DRYER	WASH-ER	TYPE OF STORE: DEPT.	FURN/APLNC	OTHER	ELECRIC BILL: HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	195 100.0	190 100.0	16 100.0	369 100.0	32 100.0
MOST												
FREEZER	22 5.5	3 3.5	2 2.4	4 4.8	3 8.3	5 7.2	5 10.9	9 4.6	13 6.8	0 .0	19 5.1	3 9.4
DISHWASHER	57 14.2	8 9.3	5 6.1	14 16.9	7 19.4	17 24.6	6 13.0	25 12.8	27 14.2	4 25.0	54 14.6	3 9.4
REFRIGERATOR	46 11.4	12 14.0	8 9.8	5 6.0	5 13.9	7 10.1	9 19.6	23 11.8	23 12.1	0 0	43 11.7	3 9.4
STOVE/RANGE	104 25.9	25 29.1	26 31.7	16 19.3	8 22.2	18 26.1	11 23.9	57 29.2	41 21.6	6 37.5	93 25.2	10 31.3
CLOTHES DRYER	153 38.1	33 38.4	36 43.9	41 49.4	10 27.8	18 26.1	15 32.6	66 33.8	81 42.6	6 37.5	142 38.5	11 34.4
CLOTHES WASHER	19 4.7	4 4.7	5 6.1	3 3.6	3 8.3	4 5.8	0 .0	14 7.2	5 2.6	0 .0	17 4.6	2 6.3
NO IDEA	1 .2	1 1.2	0 .0	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	1 .3	0 .0
SECOND												
FREEZER	40 10.0	11 12.8	8 9.8	9 10.8	4 11.1	4 5.8	4 8.7	20 10.3	20 10.5	0 0	37 10.0	3 9.4
DISHWASHER	69 17.2	11 12.8	15 18.3	15 18.1	7 19.4	12 17.4	9 19.6	25 12.8	41 21.6	3 18.8	66 17.9	3 9.4
REFRIGERATOR	61 15.2	11 12.8	14 17.1	11 13.3	5 13.9	14 20.3	6 13.0	27 13.8	33 17.4	1 6.3	56 15.2	5 15.6
STOVE/RANGE	83 20.6	21 24.4	14 17.1	18 21.7	8 22.2	13 18.8	9 19.6	42 21.5	35 18.4	5 31.3	77 20.9	6 18.8
CLOTHES DRYER	110 27.4	21 24.4	25 30.5	19 22.9	10 27.8	22 31.9	13 28.3	56 28.7	47 24.7	7 43.8	100 27.1	9 28.1
CLOTHES WASHER	38 9.5	11 12.8	6 7.3	11 13.3	2 5.6	4 5.8	4 8.7	24 12.3	14 7.4	0 0	32 8.7	6 18.8
NO IDEA	1 .2	0 0	0 0	0 0	0 0	0 0	1 2.2	1 .5	0 0	0 0	1 .3	0 0

TABLE 16
Q.6 PERCEPTION OF WHICH OF 6 APPLIANCES CONSUMES THE MOST AND WHICH THE LEAST AMOUNT OF ELECTRICITY
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE FREEZ -ER	DISH- WSHER	FRIDG	STOVE	DRYER	WASH -ER	TYPE OF STORE DEPT.	FURN/ APLNC	OTHER	ELECRIC BILL HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	193 100.0	190 100.0	16 100.0	369 100.0	32 100.0
THIRD												
FREEZER	129 32.1	26 30.2	27 32.9	23 27.7	14 38.9	24 34.8	15 32.6	66 33.8	56 29.5	7 43.8	116 31.4	13 40.6
DISHWASHER	51 12.7	17 19.8	11 13.4	6 7.2	2 5.6	11 15.9	4 8.7	23 11.8	28 14.7	0 .0	43 11.7	8 25.0
REFRIGERATOR	89 22.1	18 20.9	16 19.5	20 24.1	7 19.4	16 23.2	12 26.1	42 21.5	43 22.6	3 18.8	85 23.0	3 9.4
STOVE/RANGE	36 9.0	7 8.1	9 11.0	11 13.3	3 8.3	4 5.8	2 4.3	20 10.3	16 8.4	0 .0	33 8.9	3 9.4
CLOTHES DRYER	20 5.0	7 8.1	3 3.7	3 3.6	1 2.8	4 5.8	2 4.3	11 5.6	8 4.2	1 6.3	18 4.9	2 6.3
CLOTHES WASHER	72 17.9	11 12.8	16 19.5	18 21.7	8 22.2	10 14.5	9 19.6	30 15.4	37 19.5	5 31.3	69 18.7	3 9.4
NO IDEA	5 1.2	0 0	0 .0	2 2.4	1 2.8	0 .0	2 4.3	3 1.5	2 1.1	0 .0	5 1.4	0 .0

TABLE 17
RESONDENT CHARACTERISTICS
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	SEX: MALE	FE-MALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
APPLIANCES BOUGHT IN PAST SIX MONTHS												
FREEZER	87 21.6	17 21.3	11 13.8	20 25.0	19 23.2	20 25.0	43 22.8	44 20.7	12 37.5	26 23.0	20 17.9	29 20.0
DISHWASHER	89 22.1	13 16.3	23 28.8	13 16.3	17 20.7	23 28.8	46 24.3	43 20.2	6 18.8	24 21.2	30 26.8	29 20.0
REFRIGERATOR	118 29.4	20 25.0	25 31.3	19 23.8	27 32.9	27 33.8	63 33.3	55 25.8	10 31.3	33 29.2	35 31.3	40 27.6
STOVE/RANGE	100 24.9	19 23.8	17 21.3	21 26.3	22 26.8	21 26.3	50 26.5	50 23.5	9 28.1	23 20.4	24 21.4	44 30.3
CLOTHES DRYER	115 28.6	25 31.3	26 32.5	19 23.8	25 30.5	20 25.0	58 30.7	57 26.8	10 31.3	40 35.4	29 25.9	36 24.8
CLOTHES WASHER	137 34.1	24 30.0	31 38.8	32 40.0	24 29.3	26 32.5	58 30.7	79 37.1	12 37.5	46 40.7	30 26.8	49 33.8
TYPE OF STORE WHERE BOUGHT												
FURNITURE STORE	112 27.9	29 36.3	49 61.3	16 20.0	14 17.1	4 5.0	50 26.5	62 29.1	7 21.9	36 31.9	28 25.0	41 28.3
DEPARTMENT STORE	195 48.5	41 51.3	22 27.5	42 52.5	50 61.0	40 50.0	89 47.1	106 49.8	18 56.3	45 39.8	54 48.2	78 53.8
ELECTRIC APPLIANCE STORE	73 18.2	9 11.3	3 3.8	15 18.8	14 17.1	32 40.0	40 21.2	33 15.5	5 15.6	24 21.2	24 21.4	20 13.8
WAREHOUSE	8 2.0	0 .0	5 6.3	1 1.3	0 .0	2 2.5	3 1.6	5 2.3	1 3.1	4 3.5	1 .9	2 1.4
FURNITURE & APPLIANCES	5 1.2	0 .0	0 .0	3 3.8	2 2.4	0 0	3 1.6	2 .9	0 .0	1 .9	2 1.8	2 1.4
OTHERS	8 2.0	0 .0	1 1.3	3 3.8	2 2.4	2 2.5	4 2.1	4 1.9	1 3.1	3 2.7	2 1.8	2 1.4
NOT STATED	1 .2	1 1.3	0 .0	0 .0	0 0	0 .0	0 0	1 .5	0 .0	0 .0	1 .9	0 .0
SEX												
MALE	189 47.0	40 50.0	32 40.0	40 50.0	40 48.8	37 46.3	189 100.0	0 0	9 28.1	57 50.4	51 45.5	72 49.7
FEMALE	213 53.0	40 50.0	48 60.0	40 50.0	42 51.2	43 53.8	0 .0	213 100.0	23 71.9	56 49.6	61 54.5	73 50.3
AGE												
18 - 24	32 8.0	6 7.5	2 2.5	8 10.0	11 13.4	5 6.3	9 4.8	23 10.8	32 100.0	0 .0	0 .0	0 .0
25 - 34	113 28.1	22 27.5	13 16.3	31 38.8	20 24.4	27 33.8	57 30.2	56 26.3	0 .0	113 100.0	0 .0	0 .0
35 - 44	112 27.9	26 32.5	26 32.5	16 20.0	22 26.8	22 27.5	51 27.0	61 28.6	0 .0	0 .0	112 100.0	0 .0
45 AND MORE	145 36.1	26 32.5	39 48.8	25 31.3	29 35.4	26 32.5	72 38.1	73 34.3	0 .0	0 .0	0 0	145 100.0

TABLE 17
RESONDENT CHARACTERISTICS
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	SEX: MALE	FE-MALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
OCCUPATION OF HEAD OF HOUSEHOLD												
PROFESSIONAL	57 14.2	11 13.8	11 13.8	16 20.0	13 15.9	6 7.5	26 13.8	31 14.6	5 15.6	18 15.9	21 18.8	13 9.0
BUSINESS EXECUTIVE/ OWNER/MANAGER	70 17.4	10 12.5	20 25.0	15 18.8	13 15.9	12 15.0	35 18.5	35 16.4	7 21.9	12 10.6	26 23.2	25 17.2
SALESPEOPLE	36 9.0	7 8.8	8 10.0	9 11.3	6 7.3	6 7.5	20 10.6	16 7.5	1 3.1	10 8.8	12 10.7	13 9.0
CLERICAL WORKERS	44 10.9	7 8.8	7 8.8	12 15.0	8 9.8	10 12.5	15 7.9	29 13.6	1 3.1	16 14.2	14 12.5	13 9.0
SKILLED LABOURERS	108 26.9	32 40.0	17 21.3	15 18.8	20 24.4	24 30.0	48 25.4	60 28.2	10 31.3	41 36.3	32 28.6	25 17.2
UNSKILLED LABOURER	29 7.2	4 5.0	9 11.3	7 8.8	3 3.7	6 7.5	16 8.5	13 6.1	6 18.8	9 8.0	5 4.5	9 6.2
FARMER	8 2.0	0 0	0 0	0 0	7 8.5	1 1.3	3 1.6	5 2.3	1 3.1	2 1.8	0 0	5 3.4
HOMEMAKER/WIDOW	5 1.2	0 0	2 2.5	0 0	0 0	3 3.8	2 1.1	3 1.4	0 0	0 0	0 0	5 3.4
PENSIONED/RETIRED	34 8.5	7 8.8	6 7.5	3 3.8	10 12.2	8 10.0	18 9.5	16 7.5	0 0	0 0	0 0	34 23.4
UNEMPLOYED	7 1.7	2 2.5	0 0	2 2.5	1 1.2	2 2.5	4 2.1	3 1.4	1 3.1	2 1.8	1 .9	3 2.1
STUDENTS	4 1.0	0 0	0 0	1 1.3	1 1.2	2 2.5	2 1.1	2 .9	0 0	3 2.7	1 .9	0 0
REFUSED/NOT STATED	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
NUMBER IN HOUSEHOLD												
1	30 7.5	6 7.5	5 6.3	3 3.8	7 8.5	9 11.3	12 6.3	18 8.5	0 0	6 5.3	9 8.0	15 10.3
2	143 35.6	27 33.8	31 38.8	31 38.8	31 37.8	23 28.8	74 39.2	69 32.4	17 53.1	38 33.6	22 19.6	66 45.5
3	89 22.1	22 27.5	15 18.8	16 20.0	17 20.7	19 23.8	42 22.2	47 22.1	10 31.3	29 25.7	23 20.5	27 18.6
4	93 23.1	15 18.8	20 25.0	19 23.8	17 20.7	22 27.5	38 20.1	55 25.8	5 15.6	26 23.0	37 33.0	25 17.2
5	36 9.0	6 7.5	8 10.0	8 10.0	7 8.5	7 8.8	19 10.1	17 8.0	0 0	14 12.4	15 13.4	7 4.8
6	9 2.2	3 3.8	1 1.3	3 3.8	2 2.4	0 0	4 2.1	5 2.3	0 0	0 0	6 5.4	3 2.1
7	2 .5	1 1.3	0 0	0 0	1 1.2	0 0	0 0	2 .9	0 0	0 0	0 0	2 1.4

TABLE 17
RESONDENT CHARACTERISTICS
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	SEX: MALE	FE-MALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	90 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
HOUSING												
TOTAL OWNS RESIDENCE	286 71.1	65 81.3	46 57.5	57 71.3	61 74.4	57 71.3	143 75.7	143 67.1	12 37.5	74 65.5	88 78.6	112 77.2
-OWNS HOUSE/TOWNHOUSE/ DUPLEX	272 67.7	63 78.8	40 50.0	57 71.3	59 72.0	53 66.3	134 70.9	138 64.8	12 37.5	70 61.9	87 77.7	103 71.0
-OWNS APARTMENT/FLAT/ TRIPLEX	10 2.5	2 2.5	6 7.5	0 .0	0 0	2 2.5	7 3.7	3 1.4	0 0	2 1.8	0 0	8 5.5
-OWNS TRAILER	4 1.0	0 0	0 .0	0 .0	2 2.4	2 2.5	2 1.1	2 .9	0 0	2 1.8	1 .9	1 .7
BASE: TOTAL OWNS RESIDENCE	286 100.0	65 100.0	46 100.0	57 100.0	61 100.0	57 100.0	143 100.0	143 100.0	12 100.0	74 100.0	88 100.0	112 100.0
RESPONSIBILITY FOR PAYING ELECTRIC BILL												
HOUSEHOLD	282 98.6	65 100.0	46 100.0	55 96.5	60 98.4	56 98.2	142 99.3	140 97.9	12 100.0	74 100.0	87 98.9	109 97.3
ADMINISTRATION	3 1.0	0 0	0 0	2 3.5	0 0	1 1.8	1 .7	2 1.4	0 0	0 0	0 0	3 2.7
TOTAL RENTS RESIDENCE	116 28.9	15 18.8	34 42.5	23 28.8	21 25.6	23 28.8	46 24.3	70 32.9	20 62.5	39 34.5	24 21.4	33 22.8
-RENTS HOUSE/TOWNHOUSE/ DUPLEX	58 14.4	7 8.8	11 13.8	12 15.0	16 19.5	12 15.0	26 13.8	32 15.0	11 34.4	23 20.4	13 11.6	11 7.6
-RENTS APARTMENT/FLAT/ TRIPLEX	37 14.2	8 10.0	23 28.8	11 13.8	4 4.9	11 13.8	20 10.6	37 17.4	8 25.0	16 14.2	11 9.8	22 15.2
-RENTS TRAILER	1 .2	0 0	0 0	0 0	1 1.2	0 0	0 0	1 .5	1 3.1	0 0	0 0	0 0
BASE TOTAL RENTS RESIDENCE	116 100.0	15 100.0	34 100.0	23 100.0	21 100.0	23 100.0	46 100.0	70 100.0	20 100.0	39 100.0	24 100.0	33 100.0
RESPONSIBILITY FOR PAYING ELECTRIC BILL												
HOUSEHOLD	87 75.0	14 93.3	28 82.4	8 34.8	19 90.5	18 78.3	34 73.9	53 75.7	15 75.0	27 69.2	18 75.0	27 81.8
LANDLORD	29 25.0	1 6.7	6 17.6	15 65.2	2 9.5	5 21.7	12 26.1	17 24.3	5 25.0	12 30.8	6 25.0	6 18.2

TABLE 17
RESONDENT CHARACTERISTICS
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	SEX: MALE	FE-MALE	AGE: 18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100 0	80 100 0	80 100 0	80 100 0	82 100 0	80 100 0	189 100 0	213 100 0	32 100 0	113 100 0	112 100 0	145 100 0
APPLIANCES IN HOUSEHOLD												
FREEZER	291 72 4	57 71 3	44 55 0	62 77 5	67 81 7	61 76 3	140 74 1	151 70 9	20 62 5	74 65 5	85 75 9	112 77 2
DISHWASHER	229 57 0	39 48 8	56 70 0	37 46 3	49 59 8	48 60 0	113 59 8	116 54 5	16 50 0	58 51 3	74 66 1	81 55 9
REFRIGERATOR	401 99 8	80 100 0	80 100 0	79 98 8	82 100 0	80 100 0	188 99 5	213 100 0	32 100 0	113 100 0	112 100 0	144 99 3
STOVE/RANGE	391 97 3	76 95 0	78 97 5	76 95 0	82 100 0	79 98 8	184 97 4	207 97 2	32 100 0	109 96 5	109 97 3	141 97 2
CLOTHES DRYER	347 86 3	65 81 3	76 95 0	66 82 5	73 89 0	67 83 8	161 85 2	186 87 3	24 75 0	95 84 1	106 94 6	122 84 1
CLOTHES WASHER	371 92 3	76 95 0	78 97 5	70 87 5	77 93 9	70 87 5	174 92 1	197 92 5	27 84 4	101 89 4	109 97 3	134 92 4
NO IDEA	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0

TABLE 18
RESONDENT CHARACTERISTICS
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE: FREEZ-ER	DISH-WSHER	FRIDG	STOVE	DRYER	WASH-ER	TYPE OF STORE: DEPT.	FURN/ APLNC	OTHER	ELECRIC BILL: HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402 100 0	86 100 0	82 100 0	83 100 0	36 100 0	69 100 0	46 100 0	195 100 0	190 100 0	16 100 0	369 100 0	32 100 0
APPLIANCES BOUGHT IN PAST SIX MONTHS												
FREEZER	87 21 6	86 100 0	0 0	0 0	0 0	0 0	1 2 2	45 23 1	37 19 5	4 25 0	74 20 1	13 40 6
DISHWASHER	89 22 1	9 10 5	80 97 6	0 0	0 0	0 0	0 0	35 17 9	49 25 8	5 31 3	84 22 8	5 15 6
REFRIGERATOR	118 29 4	13 15 1	21 25 6	83 100 0	1 2 8	0 0	0 0	43 22 1	67 35 3	8 50 0	112 30 4	5 15 6
STOVE/RANGE	100 24 9	12 14 0	19 23 2	33 39 8	36 100 0	0 0	0 0	42 21 5	53 27 9	5 31 3	90 24 4	9 28 1
CLOTHES DRYER	115 28 6	12 14 0	16 19 5	11 13 3	4 11 1	69 100 0	3 6 5	47 24 1	62 32 6	6 37 5	105 28 5	10 31 3
CLOTHES WASHER	137 34 1	14 16 3	18 22 0	11 13 3	6 16 7	42 60 9	46 100 0	62 31 8	70 36 8	4 25 0	127 34 4	10 31 3
TYPE OF STORE WHERE BOUGHT												
FURNITURE STORE	112 27 9	26 30 2	22 26 8	27 32 5	7 19 4	17 24 6	13 28 3	0 0	112 58 9	0 0	102 27 6	10 31 3
DEPARTMENT STORE	195 48 5	45 52 3	32 39 0	33 39 8	25 69 4	35 50 7	25 54 3	195 100 0	0 0	0 0	176 47 7	18 56 3
ELECTRIC APPLIANCE STORE	73 18 2	10 11 6	21 25 6	17 20 5	2 5 6	15 21 7	8 17 4	0 0	73 38 4	0 0	70 19 0	3 9 4
WAREHOUSE	8 2 0	1 1 2	2 2 4	3 3 6	0 0	2 2 9	0 0	0 0	0 0	8 50 0	7 1 9	1 3 1
FURNITURE & APPLIANCES	3 1 2	0 0	2 2 4	1 1 2	2 5 6	0 0	0 0	0 0	5 2 6	0 0	3 1 4	0 0
OTHERS	8 2 0	3 3 5	3 3 7	2 2 4	0 0	0 0	0 0	0 0	0 0	8 50 0	8 2 2	0 0
NOT STATED	1 2	1 1 2	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 3	0 0
SEX												
MALE	189 47 0	42 48 8	40 48 8	42 50 6	16 44 4	33 47 8	16 34 8	89 45 6	93 48 9	7 43 8	176 47 7	13 40 6
FEMALE	213 53 0	44 51 2	42 51 2	41 49 4	20 55 6	36 52 2	30 65 2	106 54 4	97 51 1	9 56 3	193 52 3	19 59 4
AGE												
18 - 24	32 8 0	12 14 0	6 7 3	5 6 0	1 2 8	5 7 2	3 6 5	18 9 2	12 6 3	2 12 5	27 7 3	5 15 6
25 - 34	113 28 1	25 29 1	23 28 0	20 24 1	4 11 1	23 33 3	18 39 1	45 23 1	61 32 1	7 43 8	101 27 4	12 37 5
35 - 44	112 27 9	20 23 3	28 34 1	24 29 9	6 16 7	21 30 4	8 17 4	54 27 7	54 28 4	3 18 8	105 28 5	6 18 8
45 AND MORE	145 36 1	29 33 7	25 30 5	24 29 9	25 69 4	20 29 0	17 37 0	78 40 0	63 33 2	4 25 0	136 36 9	9 28 1

TABLE 18
RESPONDENT CHARACTERISTICS
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE: FREEZ-ER	DISH-WSHER	FRIDG	STOVE	DRYER	WASH-ER	TYPE OF STORE: DEPT	FURN/APLNC	OTHER	ELECRIC BILL: HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402 100 0	86 100 0	82 100 0	83 100 0	36 100 0	69 100 0	46 100 0	195 100 0	190 100 0	16 100 0	369 100 0	32 100 0
OCCUPATION OF HEAD OF HOUSEHOLD												
PROFESSIONAL	57 14 2	7 8 1	15 18 3	15 18 1	6 16 7	7 10 1	7 15 2	24 12 3	30 15 8	3 18 8	52 14 1	3 15 6
BUSINESS EXECUTIVE/ OWNER/MANAGER	70 17 4	15 17 4	19 23 2	16 19 3	4 11 1	12 17 4	4 8 7	34 17 4	34 17 9	2 12 5	67 18 2	3 9 4
SALESPEOPLE	36 9 0	7 8 1	8 9 8	10 12 0	1 2 8	7 10 1	3 6 5	17 8 7	18 9 5	1 6 3	33 8 9	3 9 4
CLERICAL WORKERS	44 10 9	11 12 8	6 7 3	10 12 0	3 8 3	5 7 2	9 19 6	25 12 8	18 9 5	0 0	39 10 6	5 15 6
SKILLED LABOURERS	108 26 9	26 30 2	25 30 5	19 22 9	8 22 2	18 26 1	12 26 1	43 22 1	58 30 5	7 43 8	99 26 8	8 25 0
UNSKILLED LABOURER	29 7 2	6 7 0	2 2 4	3 3 6	4 11 1	11 15 9	3 6 5	16 8 2	11 5 8	2 12 5	25 6 8	4 12 5
FARMER	8 2 0	2 2 3	1 1 2	3 3 6	1 2 8	1 1 4	0 0	5 2 6	3 1 6	0 0	8 2 2	0 0
HOMEMAKER/WIDOW	5 1 2	0 0	3 3 7	0 0	0 0	2 2 9	0 0	1 5	4 2 1	0 0	5 1 4	0 0
PENSIONED/RETIRED	34 8 5	11 12 8	1 1 2	7 8 4	7 19 4	3 4 3	5 10 9	23 11 8	10 5 3	1 6 3	32 8 7	2 6 3
UNEMPLOYED	7 1 7	0 0	1 1 2	0 0	2 5 6	2 2 9	2 4 3	6 3 1	1 5	0 0	6 1 6	1 3 1
STUDENTS	4 1 0	1 1 2	1 1 2	0 0	0 0	1 1 4	2 2 2	1 5	3 1 6	0 0	3 8	1 3 1
REFUSED/NOT STATED	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
NUMBER IN HOUSEHOLD												
1	30 7 5	5 5 8	8 9 8	10 12 0	1 2 8	3 4 3	3 6 5	13 6 7	14 7 4	3 18 8	26 7 0	4 12 5
2	143 35 6	41 47 7	22 26 8	27 32 5	17 47 2	24 34 8	12 26 1	71 36 4	66 34 7	5 31 3	127 34 4	16 50 0
3	89 22 1	16 18 6	17 20 7	14 16 9	9 25 0	22 31 9	11 23 9	44 22 6	41 21 6	4 25 0	80 21 7	8 25 0
4	93 23 1	13 15 1	23 28 0	21 25 3	8 22 2	16 23 2	12 26 1	45 23 1	46 24 2	2 12 5	90 24 4	3 9 4
5	36 9 0	9 10 5	8 9 8	11 13 3	0 0	4 5 8	4 8 7	19 9 7	13 7 9	2 12 5	35 9 5	1 3 1
6	9 2 2	2 2 3	3 3 7	0 0	1 2 8	0 0	3 6 5	2 1 0	7 3 7	0 0	9 2 4	0 0
7	2 5	0 0	1 1 2	0 0	0 0	0 0	1 2 2	1 5	1 5	0 0	2 5	0 0

TABLE 18
RESONDENT CHARACTERISTICS
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE						TYPE OF STORE			ELECRIC BILL	
		FREEZ -ER	DISH- WSHER	FRIDG	STOVE	DRYER	WASH -ER	DEPT	FURN/ APLNC	OTHER	HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402 100 0	86 100 0	82 100 0	83 100 0	36 100 0	69 100 0	46 100 0	195 100 0	190 100 0	16 100 0	369 100 0	32 100 0
HOUSING												
TOTAL OWNS RESIDENCE	286 71 1	48 55 8	66 80 5	70 84 3	29 80 6	42 60 9	31 67 4	137 70 3	137 72 1	12 75 0	282 76 4	3 9 4
-OWNS HOUSE/TOWNHOUSE/ DUPLEX	272 67 7	45 52 3	63 76 8	66 79 5	27 75 0	40 58 0	31 67 4	130 66 7	131 68 9	11 68 8	269 72 9	2 6 3
-OWNS APARTMENT/FLAT/ TRIPLEX	10 2 5	3 3 5	2 2 4	2 2 4	1 2 8	2 2 9	0 0	4 2 1	5 2 6	1 6 3	9 2 4	1 3 1
-OWNS TRAILER	4 1 0	0 0	1 1 2	2 2 4	1 2 8	0 0	0 0	3 1 5	1 5	0 0	4 1 1	0 0
BASE: TOTAL OWNS RESIDENCE	286 100 0	48 100 0	66 100 0	70 100 0	29 100 0	42 100 0	31 100 0	137 100 0	137 100 0	12 100 0	282 100 0	3 100 0
RESPONSIBILITY FOR PAYING ELECTRIC BILL												
HOUSEHOLD	282 98 6	47 97 9	66 100 0	69 98 6	27 93 1	42 100 0	31 100 0	133 97 1	137 100 0	12 100 0	282 100 0	0 0 0
ADMINISTRATION	3 1 0	1 2 1	0 0 0	0 0 0	2 6 9	0 0 0	0 0 0	3 2 2	0 0 0	0 0 0	0 0 0	3 100 0
TOTAL RENTS RESIDENCE	116 28 9	38 44 2	16 19 5	13 15 7	7 19 4	27 39 1	15 32 6	58 29 7	53 27 9	4 25 0	87 23 6	29 90 6
-RENTS HOUSE/TOWNHOUSE/ DUPLEX	58 14 4	14 16 3	9 11 0	4 4 8	3 13 9	15 21 7	11 23 9	29 14 9	28 14 7	1 6 3	49 13 3	9 28 1
-RENTS APARTMENT/FLAT/ TRIPLEX	57 14 2	23 26 7	7 8 5	9 10 8	2 5 6	12 17 4	4 8 7	28 14 4	25 13 2	3 18 8	37 10 0	20 62 5
-RENTS TRAILER	1 2	1 1 2	0 0 0	0 0 0	0 0 0	0 0 0	0 0 0	1 5	0 0 0	0 0 0	1 3	0 0 0
BASE: TOTAL RENTS RESIDENCE	116 100 0	38 100 0	16 100 0	13 100 0	7 100 0	27 100 0	15 100 0	58 100 0	53 100 0	4 100 0	87 100 0	29 100 0
RESPONSIBILITY FOR PAYING ELECTRIC BILL												
HOUSEHOLD	87 75 0	26 68 4	12 75 0	10 76 9	3 42 9	23 85 2	13 86 7	43 74 1	40 75 5	3 75 0	87 100 0	0 0 0
LANDLORD	29 25 0	12 31 6	4 25 0	3 23 1	4 57 1	4 14 8	2 13 3	13 29 9	13 24 5	1 25 0	0 0 0	29 100 0

TABLE 18
RESONDENT CHARACTERISTICS
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE---- FREEZ -ER	DISH- WSHER	FRIDG	STOVE	DRYER	WASH -ER	TYPE OF STORE---- DEPT.	FURN/ APLNC	OTHER	ELECRIC BILL HSHLD PAYS	OTHER PAYS
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	195 100.0	190 100.0	16 100.0	369 100.0	32 100.0
APPLIANCES IN HOUSEHOLD												
FREEZER	291 72.4	86 100.0	57 69.5	54 65.1	26 72.2	37 53.6	31 67.4	145 74.4	135 71.1	10 62.5	267 72.4	23 71.9
DISHWASHER	229 57.0	45 52.3	82 100.0	39 47.0	12 33.3	32 46.4	19 41.3	97 49.7	122 64.2	10 62.5	217 58.8	11 34.4
REFRIGERATOR	401 99.8	86 100.0	81 98.8	83 100.0	36 100.0	69 100.0	46 100.0	194 99.5	190 100.0	16 100.0	368 99.7	32 100.0
STOVE/RANGE	391 97.3	85 98.8	81 98.8	82 98.8	36 100.0	65 94.2	42 91.3	191 97.9	183 96.3	16 100.0	358 97.0	32 100.0
CLOTHES DRYER	347 86.3	60 69.8	81 98.8	71 85.5	29 80.6	68 98.6	38 82.6	164 84.1	169 88.9	14 87.5	326 88.3	20 62.5
CLOTHES WASHER	371 92.3	67 77.9	81 98.8	76 91.6	33 91.7	68 98.6	46 100.0	178 91.3	177 93.2	15 93.8	350 94.9	20 62.5
NO IDEA	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 0	0 .0	0 .0	0 0	0 0

TABLE 19
SUMMARY OF CONTACTS
BASE TOTAL CONTACTS

TOTAL CONTACTS	TOTAL	HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER
	6127 100 0	1337 100 0	945 100 0	1490 100 0	1139 100 0	1216 100 0
TOTAL CONTACTS						
NON-QUALIFIERS	5725 93 4	1257 94 0	865 91 5	1410 94 6	1057 92 8	1136 93 4
OCCUPATION	112 1 8	5 4	25 2 6	63 4 2	5 4	14 1 2
NON APPLIANCE BUYER	5439 88 7	1233 92 2	807 85 4	1273 85 6	1044 91 7	1076 88 5
NON SHOPPER	178 2 9	19 1 4	33 3 5	72 4 8	8 7	46 3 8
COMPLETION	402 6 6	80 6 0	80 8 5	80 5 4	82 7 2	80 6 6

CONSUMER OPINION CENTRE STUDY MJ57-6

Halifax ..... 7-1 Winnipeg 4

Montreal ..... 2 Vancouver 5

Toronto 3

SCREENER

1. Good morning/afternoon/evening. I am _____ from the Consumer Opinion Centre. We are presently conducting a survey about electric appliances among heads of households.

-a) First of all, would you please tell me whether you or someone in your household works for one of the following types of companies: **READ LIST**

Manufacturer or sale of pharmaceuticals . []

Manufacture or sale of automobiles ..... []

Manufacture or sale of electrical appliances ..... [] **TERMINATE AND CIRCLE BELOW**

Manufacture or sales of soft drinks ..... []

NOT QUALIFIED	1	2	3	4	5	6	7	8	9	10	8-
AT Q.1-a)	11	12	13	14	15	16	17	18	19	20	9-

-b) Within the past 6 months, has your household bought any new electric appliances, not second hand, shown on this list? **(SHOW CARD 1)**

Freezer 1 (10)

Dishwasher 2

Refrigerator 3

Stove/Range 4

Clothes dryer 5

Clothes washer 6

NONE OF ABOVE ..... [] **ERASE, CIRCLE NUMBER AND TERMINATE.**

	1	2	3	4	5	6	7	8	9	10	11-
	11	12	13	14	15	16	17	18	19	20	12-

-c) Did you, yourself, participate during the in-store shopping?

YES ..... [] NO .. [] **ERASE, CIRCLE NUMBER AND TERMINATE.**

	1	2	3	4	5	6	7	8	9	10	13-
	11	12	13	14	15	16	17	18	19	20	14-

INVITE RESPONDENT TO BE INTERVIEWED

CONSUMER OPINION CENTRE

STUDY MJ57-6

QUESTIONNAIRE

CIRCLE BELOW UNDER "A" APPLIANCE(S) BOUGHT AS PER SCREENER.

IF ONE APPLIANCE ONLY: CIRCLE APPLIANCE AT TOP OF EACH OF PAGES 2 AND 3, THAN GO TO Q.2 AND CONTINUE ALL QUESTIONS FOR SAME APPLIANCE.

IF MORE THAN ONE: CHECK BELOW FOR HIGHEST PRIORITY (01 IS HIGHEST; 06 IS LOWEST) AND CIRCLE BELOW UNDER "B". CHECK APPLIANCE AT TOP OF EACH OF PAGES 2 AND 3. THEN START WITH Q.2 ASKING FOR APPLIANCE WITH HIGHEST PRIORITY ONLY.

	A BOUGHT IN PAST 6 MONTHS (CIRCLE ANSWER FROM Q.1-b)	B PRIORITY OF CHOICE IF BOUGHT MORE THAN ONE (CIRCLE ONE ONLY)
Freezer	15-1	16-1
Dishwasher	2	2
Refrigerator	3	3
Stove/Range	4	4
Clothes dryer	5	5
Clothes washer	6	6

2. At what kind of store did you buy _____ (NAME APPLIANCE)? (DO NOT READ LIST)

Furniture store	17-1
Department store	2
Electric appliance store	3
Other (STATE) _____	18-

3. (SHOW CARD 2)

I am going to read you a list of points that some people have considered when buying a (NAME APPLIANCE). Please tell me how important each one was to you in arriving at your final decision. For example was the (NAME FIRST ITEM MARKED ✓) very important, fairly important, not very important, or not considered at all? How about... (CONTINUE WITH NEXT QUALITY, AND SO ON)

	VERY IMPORTANT	FAIRLY IMPORTANT	NOT VERY IMPORTANT	NOT IMPORTANT AT ALL
( ) COLOR	19-1	2	3	4
( ) CHOICE OF DELIVERY DATE	20-1	2	3	4
( ) ENERGY CONSUMPTION	21-1	2	3	4
( ) GUARANTEE	22-1	2	3	4
( ) PRICE	23-1	2	3	4
( ) SIZE	24-1	2	3	4
( ) SPECIAL FEATURES	25-1	2	3	4
( ) INFORMATION OBTAINED FROM SALESMAN	26-1	2	3	4

4. To help them compare appliances and make up their mind which one to buy, many people gather information on different appliances. In your case, do you recall whether the amount of electricity consumed by this type of appliance was part of that information? (REPEAT QUESTION IF NECESSARY).

YES	27-1
NO	2
Can't remember	3

SKIP TO Q.5-b)

Freezer ... -1	Refrigerator 3	Clothes dryer 5
Dishwasher ... 2	Stove/range 4	Clothes washer 6

5-a) How did you become aware of how much electricity it would consume? **(DO NOT READ LIST) MULTIPLE MENTIONS PERMITTED.**

Salesperson told me 28-1

It was indicated on the appliance ..... 2 → How was it indicated on the appliance? **(PROBE FOR DETAILS)** _____ 29-

Some other means **(STATE) PROBE** _____

Can't remember/don't know .. []

5-b) **(SHOW ENERGUIDE LABEL)** Do you recall seeing this label on your new **(NAME APPLIANCE)**?

YES .....30 -1 → Was this label on the outside or on the inside of your appliance?
VAGUE 2
NO 3

Inside 31-1
Outside 2
Don't know ... 3

5-c) **(SHOW ENERGUIDE DIRECTORY)** Do you recall seeing this pamphlet before, either in the store where you bought your **(NAME APPLIANCE)**, or somewhere else?

YES, in same store where bought 32-1
YES, in other store 2
YES, elsewhere **(STATE)** _____

VAGUE 4
NO 5

33-

5-d) Before choosing your **(NAME APPLIANCE)**, did you compare the different brands or different models on the amount of electricity they consumed?

YES ..... 34-1 - NO ..... 2 **SKIP TO**
CAN'T REMEMBER . 3 **Q.6**

5-e) In addition to comparing the consumption of electricity of the different models, do you recall whether or not you calculated in dollars the difference in cost of electricity that each model would use?

YES ..... 35-1 - NO ..... 2 **SKIP TO**
CAN'T REMEMBER . 3 **Q.6**

5-f) Was this calculation done with or without the ENERGUIDE Directory?

WITH DIRECTORY 36-1
WITHOUT DIRECTORY 2
CAN'T REMEMBER 3

5-g) And was it with or without the help of the salesperson?

- with salesperson's help 37-1
- without salesperson's help 2
- can't remember 3

Freezer ... -1	Refrigerator 3	Clothes dryer 5
Dishwasher ... 2	Stove/range 4	Clothes washer 6

6. When you were deciding to purchase your **(NAME APPLIANCE)** did the salesperson volunteer anything about the operating cost or the energy consumption, or did you bring up the subject first or was it not discussed at all?

- Salesperson volunteered information..... 38-1
- Respondent brought up the subject 2
- Neither energy consumption nor cost discussed 3
- Can't remember 4
- ANY COMMENTS: _____ 39-

7-a) As you probably know, when you buy gas for a car the amount is measured in litres. Would you have an idea how the amount of electricity used is measured? That is, the unit of electricity used, the way we use "litre" to measure gas?

NO 40-1

YES ..... [] What is it?

Kilowatt 2

Kilowatt hour 3

Other _____ (STATE)

ASK EVERYBODY

7-b) In fact the amount of electricity is measured in kilowatt hours. Would you happen to know the price per kilowatt hour you are charged for household electricity in your area?

DON'T KNOW ... []

YES _____ per kilowatt hour 41-
42-
43-
44-

8-a) **(SHOW CARD 1)**
Among this list of electric appliances, whether you own them or not, which one do you think uses the most electricity in an average household?

-b) Which would come second?

-c) And which appliance from this list would use the least amount of electricity?

-d) And, which of the appliances on this list do you presently have in your home? **(CIRCLE ABOVE, UNDER 8-d)**

	8-a) MOST	8-b) SECOND	8-c) LEAST	8-d) HAS IN OWN HOUSEHOLD
Freezer	45-1	46-1	47-1	48-1
Dishwasher	2	2	2	2
Refrigerator	3	3	3	3
Stove/Range	4	4	4	4
Clothes dryer	5	5	5	5
Clothes washer	6	6	6	6
No idea	7	7	7	

BASIC DATA

9-a) Gender: Masculine 49-1
Feminine 2

9-b) **SHOW CARD 3.** In which age group do you belong?

Age: 18 to 24 50-1
25 to 34 2
35 to 44 3
45 and more 4

9-c) What is the occupation of the Head of Household? _____ 51-52-

9-d) How many persons are there presently in your household including yourself? ____53-

9-e) Do you own or rent your residence? Is it a house or an apartment/flat?

OWNS .....54 -1

- house/townhouse/ duplex 3
- apartment/flat/ triplex 4

Is your household individually responsible for paying the electricity bill or is the bill paid by an administration body such as might be the case in a condominium?

- household pays bill .. 55-1
- administration pays bill. 2
- other _____ (SPECIFY)

RENTS 2

- house/townhouse/ duplex 5
- apartment/flat/ triplex 6

Is your household responsible for paying the electricity bill or is it the responsibility of your landlord?

- household pays bill .... -1
- landlord pays bill 2
- other _____ (SPECIFY)

(56/80)

NAME: _____

ADDRESS: _____ TEL.NO.: _____

INTERVIEWER: _____ DATE: _____

RECRUITED BY: _____ CHECKED BY: _____

CENTRE D'OPINION DU CONSOMMATEUR **ÉTUDE MJ57-6 (84-6)**

MONTREAL ... 7-2 ANJOU ... [] LAVAL []

QUESTIONNAIRE DE RECRUTEMENT

1. Bonjour/bonsoir. Je suis _____ du Centre d'Opinion du Consommateur, une maison de recherches de marché. Nous faisons un sondage aujourd'hui auprès des chefs de foyer masculins et féminins, sur des appareils électriques.

1-a) Tout d'abord, comme je dois interviewer des gens qui travaillent dans certaines industries, j'aimerais que vous me disiez si vous-même ou quelqu'un d'autre de votre foyer, travaillez pour l'une ou l'autre des compagnies suivantes: **(LIRE LA LISTE)**

La fabrication ou la vente de produits pharmaceutiques .....[]

La fabrication ou la vente d'automobiles..[]

La fabrication ou la vente d'appareils électriques..... [] **CESSER L'ENTREVUE, ENCERCLER CI-DESSOUS**

La fabrication ou la vente des boissons gazeuses .....[]

NON-QUALIFIÉS	1	2	3	4	5	6	7	8	9	10	8-
Q.1-a)	11	12	13	14	15	16	17	18	19	20	9-

1-b) **(PRÉSENTER LA CARTE 1)** Parmi les apareils électriques inscrits sur cette carte, y en a-t-il qui ont été achetés à l'état neuf au cours des six derniers mois pour votre foyer? **(SI "OUI")** Lequel ou lesquels?

	OUI	
Congélateur	1	(10)
Lave-vaisselle	2	
Réfrigérateur	3	
Cuisinière électrique .	4	
Sécheuse	5	
Machine à laver	6	

AUCUN D'ENTRE EUX .... [] **ENCERCLER CI-DESSOUS ET CESSER L'ENTREVUE**

NON-QUALIFIÉS	1	2	3	4	5	6	7	8	9	10	11-
Q.1-b)	11	12	13	14	15	16	17	18	19	20	12-

1-c) Avez-vous participé, vous-même, au magasinage pour l'achat de cet/ces appareil/s électrique/s?

OUI ..... [] NON .. [] **ENCERCLER CI-DESSOUS ET CESSER L'ENTREVUE**

NON-QUALIFIÉS	1	2	3	4	5	6	7	8	9	10	13-
Q.1-c)	11	12	13	14	15	16	17	18	19	20	14-

INVITER LE/LA RÉPONDANT/E À VOUS SUIVRE

QUESTIONNAIRE PRINCIPAL

ENCERCLER SOUS "A" CI-DESSOUS LE/LES APPAREIL/S MENTIONNÉ/S À LA Q.1 DU QUESTIONNAIRE DE RECRUTEMENT.

SI A ACHETÉ "UN": ENCERCLER EN HAUT DES PAGES 2 ET 3, PASSER À LA Q.2 ET CONTINUER AVEC CE MÊME APPAREIL.

SI A ACHETÉ "PLUS D'UN": VÉRIFIER POUR SAVOIR CELUI QUI OBTIENT LA PRIORITÉ LA PLUS ÉLEVÉE (#1 EST LE PLUS ÉLEVÉ ET #6 EST LE PLUS BAS) ET ENCERCLER SOUS "B" CI-DESSOUS. ENCERCLER L'APPAREIL CHOISI AU HAUT DES PAGES 2 ET 3. PASSER À LA QUESTION 2 EN PARLANT DE L'APPAREIL CHOISI PUIS CONTINUER AVEC CE MÊME APPAREIL.

	A A ACHETÉ AU COURS DES 6 DERNIERS MOIS (VOIR RÉPONSE Q.1-b)	B PRIORITÉ LA PLUS ÉLEVÉE SI A ACHETÉ "PLUS D'UN" (ENCERCLER UN SEUL)
Congélateur	15-1	16-1
Lave-vaisselle	2	2
Réfrigérateur	3	3
Cuisinière électrique	4	4
Sécheuse	5	5
Machine à laver	6	6

2. Dans quelle sorte de magasin avez-vous acheté votre _____ (NOMMER L'APPAREIL)? (NE PAS LIRE LA LISTE)

Magasin de meubles 17-1
Magasin à rayons 2
Magasin d'appareils électriques 3
Autre: _____ (INSCRIRE) 18-

3. (PRÉSENTER LA CARTE 2)
Je vais vous lire une liste de critères que certaines personnes ont considérés quand ils ont fait leur choix de leur (NOMMER L'APPAREIL); pour chacun, dites-moi quelle importance vous lui avez accordée quand vous avez fait votre choix. Par exemple, est-ce que... (LIRE L'ITEM MARQUÉ D'UN "X") très important, assez important, pas très important ou pas du tout important? (RÉPÉTER POUR CHAQUE CRITÈRE QUI SUIT)

	TRÈS IMPORTANT	ASSEZ IMPORTANT	PAS TRÈS IMPORTANT	PAS DU TOUT IMPORTANT
( ) LA COULEUR	19-1	2	3	4
( ) LE CHOIX DE LA DATE DE LIVRAISON	20-1	2	3	4
( ) LA CONSOMMATION D'ÉLECTRICITÉ	21-1	2	3	4
( ) LA GARANTIE	22-1	2	3	4
( ) LE PRIX	23-1	2	3	4
( ) LES DIMENSIONS (GRANDEUR)	24-1	2	3	4
( ) LES CARACTÉRISTIQUES SPÉCIALES	25-1	2	3	4
( ) LES INFORMATIONS OBTENUES DU VENDEUR	26-1	2	3	4

4. Pour les aider à prendre une décision sur l'achat d'un appareil électrique quelconque, plusieurs personnes accumulent des informatins sur cet apareil. Dans votre cas, vous souvenez-vous si la quantité d'électricité consommée par ce genre d'appareil faisait partie de ces informations? (RÉPÉTER LA QUESTION SI NÉCESSAIRE)

OUI 27-1
NON 2
NE SE SOUVIENT PAS .. 3

→ PASSER À LA Q.5-b)

Congélateur ... 1	Réfrigérateur 3	Sécheuse 5
Lave-vaisselle. 2	Cuisinière électrique. 4	Machine à laver ... 6

5-a) De quelle façon avez-vous appris combien d'électricité cet appareil consommait? **(NE PAS LIRE) (PLUSIEURS RÉPONSES ACCEPTÉES)**

Le vendeur me l'a dit 28-1

C'était indiqué sur l'appareil ..... 2 — Comment était-ce indiqué sur l'appareil électrique? **(SONDER POUR DÉTAILS)** _____ 29-

Autres façons **(PRÉCISER) - (SONDER POUR DÉTAILS)**
_____
_____
_____

Ne se souvient pas ..... []

5-b) **(MONTRER L'ÉTIQUETTE ÉNERGUIDE)** Vous souvenez-vous d'avoir vu cette étiquette quand vous avez acheté votre **(NOMMER L'APPAREIL)**?

OUI .....30 -1 — Cette étiquette était-elle placée à l'intérieur ou à l'extérieur de votre appareil?
VAGUE 2
NON 3

Intérieur ... 31-1
Extérieur 2
Ne sait pas 3

5-c) **(MONTRER LE RÉPERTOIRE ÉNERGUIDE)** Vous souvenez-vous d'avoir vu cette étiquette quand vous avez acheté votre **(NOMMER L'APPAREIL)**?

OUI, au magasin où a été fait l'achat ...32-1
OUI, dans un autre magasin 2
OUI, ailleurs _____ **(PRÉCISER)**
VAGUE 4
NON 5

33-

5-d) Avant de choisir votre **(NOMMER APPAREIL)**, avez-vous comparé les différentes marques ou les différents modèles entre eux quant à la quantité d'électricité consommée?

OUI ..... 34-1 - NON ..... 2 **PASSEZ À**
NE SE SOUVIENT PAS .. 3 **LA Q.6**

5-e) En plus de comparer la consommation d'électricité des différents modèles, avez-vous calculé ou non en termes de dollars ce que ces différences représentaient d'un appareil à l'autre?

OUI ..... 35-1 - NON..... 2 **PASSEZ À**
NE SE SOUVIENT PAS .. 3 **LA Q.6**

5-f) Est-ce que ces calculs ont été faits avec ou sans le Répertoire ÉNERGUIDE?

AVEC LE RÉPERTOIRE 36-1
SANS LE RÉPERTOIRE 2
NE SE SOUVIENT PAS 3

5-g) Est-ce avec ou sans l'aide du vendeur?

- Avec l'aide du vendeur 37-1
- Sans l'aide du vendeur 2
- Ne se souvient pas 3

Congélateur ... 1	Réfrigérateur 3	Sécheuse 5
Lave-vaisselle. 2	Cuisinière électrique. 4	Machine à laver ... 6

6. Quand vous avez décidé d'acheter votre (NOMMER L'APPAREIL), le vendeur vous a-t-il mentionné de lui-même les coûts reliés à l'usage ou à la consommaion d'énergie, ou avez-vous, vous-même, soulevé cette question, ou encore ce sujet n'a pas été discuté du tout?

- Le vendeur en a parlé de lui-même 38-1
- Le répondant a soulevé lui-même la question ... 2
- Le sujet n'a pas été discuté du tout 3
- Ne peut se rappeler 4
- AUTRES COMMENTAIRES: _____ 39-

7-a) Savez-vous comment est mesurée la quantité d'électricité consommée? À titre d'exemple, dans le cas de l'essence on utilise le litre comme unité de mesure; dans le cas de l'électricité quelle unité de mesure utilise-t-on?

NON 40-1

OUI ..... [] Quelle est cette unité?

- Kilowatt 2
- Kilowattheures 3
- Autre _____ (PRÉCISER)

POSER À TOUS

7-b) En fait, l'électricité est mesurée en kilowattheures. Selon vous, quel est le coût par kilowattheure de l'électricité dans votre région?

NE SAIT PAS ..... []

OUI _____ par kilowattheure 41- 42- 43- 44-

8-a) **(PRÉSENTER LA CARTE 1)** Parmi les appareils suivants, que vous en possédiez ou non, lequel selon vous, consomme le plus d'électricité - pensez à un usage courant normal dans un foyer?

8-b) Lequel selon vous viendrait en deuxième?

8-c) Et lequel des appareils de cette liste consommerait le moins d'électricité?

	8-a) LE PLUS	8-b) EN DEUXIÈME	8-c) LE MOINS	8-d) POSSÈDE
Congélateur	45-1	46-1	47-1	48-1
Lave-vaisselle	2	2	2	2
Réfrigérateur	3	3	3	3
Cuisinière électrique..	4	4	4	4
Sécheuse	5	5	5	5
Machine à laver	6	6	6	6
Aucune idée	7	7	7	

8-d) Parmi ces appareils inscrits sur cette même liste, quels sont ceux que vous avez dans votre foyer? **(INSCRIRE CI-DESSUS SOUS 8-d)**

DONNÉES FONDAMENTALES

9-a) SEXE: Masculin 49-1
Feminin 2

9-b) **(PRÉSENTER LA CARTE 3)** Dans quel groupe d'âge dois-je vous situer?

18 à 24 50-1
25 à 34 2
35 à 44 3
45 et plus 4

9-c) Quelle est l'occupation du chef du foyer? _____ 51-52-

9-d) Combien y a-t-il de personnes dans votre foyer y compris vous-même? _____ 53-

9-e) Êtes-vous propriétaire ou locataire de votre habitation? S'agit-il d'une maison ou d'un logement/appartement?

PROPRIÉTAIRE .....54 -1

- maison/maison de ville/duplex 3
- appartement/logement/ triplex 4

La facture d'électricité est-elle la responsabilité de votre foyer ou est-elle la responsabilité d'un corps administratif quelconque comme dans le cas d'un condominium?

- Acquittée par le foyer .55-1
- Acquittée par un corps administratif 2
- Autre: _____ **(PRÉCISER)**

LOCATAIRE 2

- maison/maison de ville/duplex 5
- appartement/logement triplex 6

La facture d'électricité est-elle la responsabilité de votre foyer ou est-elle acquittée par votre propriétaire?

- Acquittée par le foyer 1
- Acquittée par le propriétaire. 2
- Autre: _____ **(PRÉCISER)**

(56/80)

NOM: _____ VILLE: _____

ADRESSE: _____ NO. DE TÉL: _____

_____ **(DATE)**

INT. PAR: _____

VÉR. PAR: _____

Étude sur Énerguide
Étude MJ57-6 (84-6)
Février 1984

SIMULATED SHOPPING

MJ576 CANADIAN FACTS

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TABLE 1
TYPE OF APPLIANCE SHOPPED FOR
BASE TOTAL SALESPERSONS

		REGION					APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	FREEZER	DISHWSHER	FRIDG	ONE ONLY	TWO OR MORE	SALESPERSON	INTERVIEWER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	50 100.0	5 100.0	71 100.0
APPLIANCE SHOPPED FOR													
FREEZER	26 34.2	5 33.3	6 37.5	5 33.3	5 33.3	5 33.3	26 100.0	0 .0	0 .0	15 57.7	11 22.0	5 100.0	21 29.6
DISHWASHER	25 32.9	5 33.3	5 31.3	5 33.3	5 33.3	5 33.3	0 .0	25 100.0	0 .0	5 19.2	20 40.0	0 .0	25 35.2
FRIDGE	25 32.9	5 33.3	5 31.3	5 33.3	5 33.3	5 33.3	0 .0	0 .0	25 100.0	6 23.1	19 38.0	0 .0	25 35.2

TABLE 2
Q.A BRANDS OF APPLIANCES BEING SHOPPED FOR
BASE TOTAL SALESPERSONS

		REGION					APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	FREEZER	DISHWSHER	FRIDG	ONE ONLY	TWO OR MORE	SALESPERSON	INTERVIEWER
BASE: TOTAL SHOPPING FOR "FREEZER"	26 100.0	5 100.0	6 100.0	5 100.0	5 100.0	5 100.0	26 100.0	0 .0	0 .0	15 100.0	11 100.0	5 100.0	21 100.0
BRANDS:													
INGLIS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
GENERAL ELECTRIC	1 3.8	0 .0	1 16.7	0 .0	0 .0	0 .0	1 3.8	0 .0	0 .0	0 .0	1 9.1	0 .0	1 4.8
HOT POINT	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
MOFFAT	1 3.8	0 .0	0 .0	0 .0	0 .0	1 20.0	1 3.8	0 .0	0 .0	0 .0	1 9.1	0 .0	1 4.8
WOODS	8 30.8	4 80.0	0 .0	1 20.0	1 20.0	2 40.0	8 30.8	0 .0	0 .0	7 46.7	1 9.1	0 .0	8 38.1
KENMORE	2 7.7	0 .0	1 16.7	1 20.0	0 .0	0 .0	2 7.7	0 .0	0 .0	2 13.3	0 .0	1 20.0	1 4.8
BEAUMARK	3 11.5	0 .0	1 16.7	1 20.0	1 20.0	0 .0	3 11.5	0 .0	0 .0	3 20.0	0 .0	1 20.0	2 9.5
DANBY	5 19.2	0 .0	2 33.3	1 20.0	1 20.0	1 20.0	5 19.2	0 .0	0 .0	0 .0	5 45.5	0 .0	5 23.8
VIKING	1 3.8	0 .0	0 .0	0 .0	0 .0	1 20.0	1 3.8	0 .0	0 .0	0 .0	1 9.1	0 .0	1 4.8
GIBSON	2 7.7	1 20.0	0 .0	0 .0	1 20.0	0 .0	2 7.7	0 .0	0 .0	1 6.7	1 9.1	1 20.0	1 4.8
MAYTAG	1 3.8	0 .0	0 .0	0 .0	0 .0	1 20.0	1 3.8	0 .0	0 .0	0 .0	1 9.1	0 .0	1 4.8
GENERAL FREEZER	6 23.1	0 .0	0 .0	2 40.0	2 40.0	2 40.0	6 23.1	0 .0	0 .0	1 6.7	5 45.5	1 20.0	5 23.8
KITCHEN AID	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
McCLARY	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
BRENTWOOD	1 3.8	0 .0	0 .0	0 .0	1 20.0	0 .0	1 3.8	0 .0	0 .0	0 .0	1 9.1	0 .0	1 4.8
KELVINATOR	1 3.8	0 .0	0 .0	0 .0	0 .0	1 20.0	1 3.8	0 .0	0 .0	0 .0	1 9.1	1 20.0	0 .0
FRIGIDAIRE	1 3.8	0 .0	1 16.7	0 .0	0 .0	0 .0	1 3.8	0 .0	0 .0	0 .0	1 9.1	0 .0	1 4.8
ADMIRAL	1 3.8	0 .0	0 .0	0 .0	1 20.0	0 .0	1 3.8	0 .0	0 .0	0 .0	1 9.1	1 20.0	0 .0

TABLE 2
Q. A BRANDS OF APPLIANCES BEING SHOPPED FOR
BASE TOTAL SALESPERSONS

	REGION						APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	FREEZER	DISHWSHER	FRIDG	ONE ONLY	TWO OR MORE	SALESPERSON	INTERVIEWER
BASE: TOTAL SHOPPING FOR "FREEZER"	26 100.0	5 100.0	6 100.0	5 100.0	5 100.0	5 100.0	26 100.0	0 .0	0 .0	15 100.0	11 100.0	5 100.0	21 100.0
WESTINGHOUSE	1 3.8	0 .0	1 16.7	0 .0	0 .0	0 .0	1 3.8	0 .0	0 .0	0 .0	1 9.1	0 .0	1 4.8
WHIRLPOOL	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
AMANA	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
GENSAVE	3 11.5	0 .0	1 16.7	0 .0	0 .0	2 40.0	3 11.5	0 .0	0 .0	1 6.7	2 18.2	1 20.0	2 9.5
JENN-AIR	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
ROY	2 7.7	0 .0	2 33.3	0 .0	0 .0	0 .0	2 7.7	0 .0	0 .0	0 .0	2 18.2	0 .0	2 9.5
MISCELLANEOUS SINGLE MENTIONS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0

TABLE 2
Q.A BRANDS OF APPLIANCES BEING SHOPPED FOR
BASE TOTAL SALESPERSONS

		REGION					APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	FREEZER	DISHWSHER	FRIDG	ONE ONLY	TWO OR MORE	SALES PERSON	INTERVIEWER
BASE: TOTAL SHOPPING FOR "DISHWASHER"	25 100.0	5 100.0	3 100.0	5 100.0	5 100.0	5 100.0	0 .0	25 100.0	0 .0	5 100.0	20 100.0	0 .0	25 100.0
BRANDS:													
INGLIS	10 40.0	0 .0	2 40.0	3 60.0	1 20.0	4 80.0	0 .0	10 40.0	0 .0	0 .0	10 50.0	0 .0	10 40.0
GENERAL ELECTRIC	7 28.0	2 40.0	3 60.0	2 40.0	0 .0	0 .0	0 .0	7 28.0	0 .0	0 .0	7 35.0	0 .0	7 28.0
HOT POINT	6 24.0	0 .0	3 60.0	1 20.0	2 40.0	0 .0	0 .0	6 24.0	0 .0	0 .0	6 30.0	0 .0	6 24.0
MOFFAT	5 20.0	0 .0	1 20.0	2 40.0	0 .0	2 40.0	0 .0	5 20.0	0 .0	0 .0	5 25.0	0 .0	5 20.0
WOODS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
KENMORE	2 8.0	0 .0	0 .0	0 .0	0 .0	2 40.0	0 .0	2 8.0	0 .0	1 20.0	1 5.0	0 .0	2 8.0
BEAUMARK	2 8.0	1 20.0	0 .0	1 20.0	0 .0	0 .0	0 .0	2 8.0	0 .0	2 40.0	0 .0	0 .0	2 8.0
DANBY	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
VIKING	3 12.0	1 20.0	1 20.0	0 .0	1 20.0	0 .0	0 .0	3 12.0	0 .0	0 .0	3 15.0	0 .0	3 12.0
GIBSON	1 4.0	0 .0	0 .0	0 .0	1 20.0	0 .0	0 .0	1 4.0	0 .0	0 .0	1 5.0	0 .0	1 4.0
MAYTAG	6 24.0	2 40.0	1 20.0	2 40.0	0 .0	1 20.0	0 .0	6 24.0	0 .0	1 20.0	5 25.0	0 .0	6 24.0
GENERAL FREEZER	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
KITCHEN AID	9 36.0	2 40.0	1 20.0	2 40.0	3 60.0	1 20.0	0 .0	9 36.0	0 .0	1 20.0	8 40.0	0 .0	9 36.0
McCLARY	3 12.0	0 .0	1 20.0	0 .0	2 40.0	0 .0	0 .0	3 12.0	0 .0	0 .0	3 15.0	0 .0	3 12.0
BRENTWOOD	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
KELVINATOR	1 4.0	0 .0	1 20.0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	0 .0	1 5.0	0 .0	1 4.0
FRIGIDAIRE	1 4.0	0 .0	0 .0	1 20.0	0 .0	0 .0	0 .0	1 4.0	0 .0	0 .0	1 5.0	0 .0	1 4.0
ADMIRAL	1 4.0	0 .0	0 .0	1 20.0	0 .0	0 .0	0 .0	1 4.0	0 .0	0 .0	1 5.0	0 .0	1 4.0

TABLE 2
Q.A BRANDS OF APPLIANCES BEING SHOPPED FOR
BASE TOTAL SALESPERSONS

	REGION						APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	FREEZER	DISHWASHER	FRIDG	ONE ONLY	TWO OR MORE	SALESPERSON	INTERVIEWER
BASE: TOTAL SHOPPING FOR "DISHWASHER"	25 100.0	3 100.0	3 100.0	5 100.0	3 100.0	3 100.0	0 .0	25 100.0	0 .0	3 100.0	20 100.0	0 .0	25 100.0
WESTINGHOUSE	2 8.0	1 20.0	0 .0	1 20.0	0 .0	0 .0	0 .0	2 8.0	0 .0	0 .0	2 10.0	0 .0	2 8.0
WHIRLPOOL	2 8.0	0 .0	0 .0	1 20.0	0 .0	1 20.0	0 .0	2 8.0	0 .0	0 .0	2 10.0	0 .0	2 8.0
AMANA	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
GENSAVE	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
JENN-AIR	2 8.0	0 .0	1 20.0	0 .0	1 20.0	0 .0	0 .0	2 8.0	0 .0	0 .0	2 10.0	0 .0	2 8.0
ROY	2 8.0	0 .0	2 40.0	0 .0	0 .0	0 .0	0 .0	2 8.0	0 .0	0 .0	2 10.0	0 .0	2 8.0
MISCELLANEOUS SINGLE MENTIONS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0

TABLE 2
Q.A BRANDS OF APPLIANCES BEING SHOPPED FOR
BASE TOTAL SALESPERSONS

		REGION					APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	FREEZER	DISHWSHER	FRIDG	ONE ONLY	TWO OR MORE	SALESPERSON	INTERVIEWER
BASE: TOTAL SHOPPING FOR "FRIDGE"	25	5	5	5	5	5	0	0	25	6	19	0	25
	100.0	100.0	100.0	100.0	100.0	100.0	.0	.0	100.0	100.0	100.0	.0	100.0
BRANDS:													
INGLIS	8	0	2	0	4	2	0	0	8	0	8	0	8
	32.0	.0	40.0	.0	80.0	40.0	.0	.0	32.0	.0	42.1	.0	32.0
GENERAL ELECTRIC	8	1	2	3	2	0	0	0	8	1	7	0	8
	32.0	20.0	40.0	60.0	40.0	.0	.0	.0	32.0	16.7	36.8	.0	32.0
HOT POINT	5	1	1	1	1	1	0	0	5	0	5	0	5
	20.0	20.0	20.0	20.0	20.0	20.0	.0	.0	20.0	.0	26.3	.0	20.0
MOFFAT	9	0	4	3	0	2	0	0	9	0	9	0	9
	36.0	.0	80.0	60.0	.0	40.0	.0	.0	36.0	.0	47.4	.0	36.0
WOODS	2	1	0	0	0	1	0	0	2	0	2	0	2
	8.0	20.0	.0	.0	.0	20.0	.0	.0	8.0	.0	10.5	.0	8.0
KENMORE	2	1	0	0	1	0	0	0	2	1	1	0	2
	8.0	20.0	.0	.0	20.0	.0	.0	.0	8.0	16.7	5.3	.0	8.0
BEAUMARK	2	0	1	0	0	1	0	0	2	1	1	0	2
	8.0	.0	20.0	.0	.0	20.0	.0	.0	8.0	16.7	5.3	.0	8.0
DANBY	2	0	0	0	0	2	0	0	2	1	1	0	2
	8.0	.0	.0	.0	.0	40.0	.0	.0	8.0	.0	10.5	.0	8.0
VIKING	2	0	0	1	0	1	0	0	2	0	2	0	2
	8.0	.0	.0	20.0	.0	20.0	.0	.0	8.0	.0	10.5	.0	8.0
GIBSON	3	1	0	0	0	2	0	0	3	0	3	0	3
	12.0	20.0	.0	.0	.0	40.0	.0	.0	12.0	.0	15.8	.0	12.0
MAYTAG	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
GENERAL FREEZER	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
KITCHEN AID	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
McCLARY	2	1	0	0	0	1	0	0	2	1	1	0	2
	8.0	20.0	.0	.0	.0	20.0	.0	.0	8.0	16.7	5.3	.0	8.0
BRENTWOOD	2	1	0	0	0	1	0	0	2	1	1	0	2
	8.0	20.0	.0	.0	.0	20.0	.0	.0	8.0	16.7	5.3	.0	8.0
KELVINATOR	2	0	0	1	0	1	0	0	2	0	2	0	2
	8.0	.0	.0	20.0	.0	20.0	.0	.0	8.0	.0	10.5	.0	8.0
FRIGIDAIRE	3	0	1	1	1	0	0	0	3	0	3	0	3
	12.0	.0	20.0	20.0	20.0	.0	.0	.0	12.0	.0	15.8	.0	12.0
ADMIRAL	4	1	0	2	0	1	0	0	4	1	3	0	4
	16.0	20.0	.0	40.0	.0	20.0	.0	.0	16.0	16.7	15.8	.0	16.0

TABLE 2
Q.A BRANDS OF APPLIANCES BEING SHOPPED FOR
BASE TOTAL SALESPERSONS

		REGION					APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	FREEZER	DISHWSHER	FRIDG	ONE ONLY	TWO OR MORE	SALESPERSON	INTERVIEWER
BASE: TOTAL SHOPPING FOR "FRIDGE"	25 100.0	5 100.0	5 100.0	5 100.0	5 100.0	5 100.0	0 .0	0 .0	25 100.0	6 100.0	19 100.0	0 .0	25 100.0
WESTINGHOUSE	4 16.0	0 .0	1 20.0	1 20.0	0 .0	2 40.0	0 .0	0 .0	4 16.0	0 .0	4 21.1	0 .0	4 16.0
WHIRLPOOL	3 12.0	0 .0	1 20.0	1 20.0	0 .0	1 20.0	0 .0	0 .0	3 12.0	0 .0	3 15.8	0 .0	3 12.0
AMANA	3 12.0	0 .0	1 20.0	2 40.0	0 .0	0 .0	0 .0	0 .0	3 12.0	0 .0	3 15.8	0 .0	3 12.0
GENSAVE	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
JENN-AIR	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
ROY	1 4.0	0 .0	1 20.0	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	1 5.3	0 .0	1 4.0
MISCELLANEOUS SINGLE MENTIONS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0

TABLE 3
TIME SPENT WITH SALESPERSON
BASE TOTAL SALESPERSONS

	REGION						APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	FREEZER	DISHWSHER	FRIDG	ONE ONLY	TWO OR MORE	SALESPERSON	INTERVIEWER
BASE FOR PERCENTAGES	76	15	16	15	15	15	26	25	25	26	30	5	71
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TIME SPENT WITH SALESPERSON													
10 MINUTES OR LESS	18	4	1	1	8	4	6	10	2	5	13	1	17
	23.7	26.7	6.3	6.7	53.3	26.7	23.1	40.0	8.0	19.2	26.0	20.0	23.9
15 MINUTES	26	7	4	6	2	7	10	9	7	9	17	1	25
	34.2	46.7	25.0	40.0	13.3	46.7	38.5	36.0	28.0	34.6	34.0	20.0	35.2
20 MINUTES	17	3	5	5	1	3	8	4	5	11	6	2	15
	22.4	20.0	31.3	33.3	6.7	20.0	30.8	16.0	20.0	42.3	12.0	40.0	21.1
25 MINUTES	10	1	5	3	1	0	1	0	9	1	9	0	10
	13.2	6.7	31.3	20.0	6.7	.0	3.8	.0	36.0	3.8	18.0	.0	14.1
30 MINUTES AND MORE	3	0	1	0	1	1	1	1	1	0	3	1	2
	3.9	.0	6.3	.0	6.7	6.7	3.8	4.0	4.0	.0	6.0	20.0	2.8
NOT STATED	2	0	0	0	2	0	0	1	1	0	2	0	2
	2.6	.0	.0	.0	13.3	.0	.0	4.0	4.0	.0	4.0	.0	2.8
AVERAGE TIME IN MINUTES** SPENT WITH SALESPERSON	17.05	15.33	20.63	18.33	14.00	16.33	16.62	14.58	20.00	16.54	17.33	20.40	16.81

TABLE 4
Q.1 INITIATION OF SUBJECT OF ENERGY CONSUMPTION DURING SALE
BASE TOTAL SALESPERSONS

	REGION						APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	FREEZER	DISHWSHER	FRIDG	ONE ONLY	TWO OR MORE	SALESPERSON	INTERVIEWER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	50 100.0	5 100.0	71 100.0
SUBJECT INITIATED BY:													
SALESPERSON	5 6.6	1 6.7	0 .0	2 13.3	1 6.7	1 6.7	5 19.2	0 .0	0 .0	3 11.5	2 4.0	5 100.0	0 .0
-EARLY IN EXCHANGE	2 2.6	1 6.7	0 .0	1 6.7	0 .0	0 .0	2 7.7	0 .0	0 .0	2 7.7	0 .0	2 40.0	0 .0
-MIDDLE OF EXCHANGE	3 3.9	0 .0	0 .0	1 6.7	1 6.7	1 6.7	3 11.5	0 .0	0 .0	1 3.8	2 4.0	3 60.0	0 .0
-TOWARDS THE END	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
INTERVIEWER	71 93.4	14 93.3	16 100.0	13 86.7	14 93.3	14 93.3	21 80.8	25 100.0	25 100.0	23 88.5	48 96.0	0 .0	71 100.0
BASE: TOTAL SALESPERSONS INITIATED SUBJECT	5 100.0	1 100.0	0 .0	2 100.0	1 100.0	1 100.0	5 100.0	0 .0	0 .0	3 100.0	2 100.0	5 100.0	0 .0
MANNER IN WHICH SUBJECT BROUGHT UP BY SALESPERSON													
BY POINTING OUT THE ENERGY SAVINGS CHARACTERISTIC OF THE FREEZER BECAUSE OF INSULATION	5 100.0	1 100.0	0 .0	2 100.0	1 100.0	1 100.0	5 100.0	0 .0	0 .0	3 100.0	2 100.0	5 100.0	0 .0

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TABLE 3
Q.2 EXPLANATION GIVEN BY SALESPERSON ABOUT ENERGUIDE LABEL
BASE TOTAL SALESPERSONS

	REGION						APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	FREEZER	DISHWASHER	FRIDGE	ONE ONLY	TWO OR MORE	SALESPERSON	INTERVIEWER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	30 100.0	5 100.0	71 100.0
SALESPERSONS EXPLANATION													
LABEL INDICATED THE ELECTRICAL CONSUMPTION OR NUMBER OF KWH	66 86.8	13 86.7	15 93.8	12 80.0	11 73.3	15 100.0	24 92.3	20 80.0	22 88.0	21 80.8	45 90.0	5 100.0	61 85.9
LABEL WAS AFFIXED BECAUSE THE APPLIANCE WAS OF HIGHER QUALITY	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
LABEL WAS AFFIXED BECAUSE THE APPLIANCE DIDN'T USE MUCH ELECTRICITY	9 11.8	0 .0	0 .0	4 26.7	4 26.7	1 6.7	5 19.2	2 8.0	2 8.0	5 19.2	4 8.0	1 20.0	8 11.3
THE SALESPERSON SHOWED ME SPECIFICATIONS IN THE MANUFACTURER'S BROCHURE	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	1 3.8	0 .0	0 .0	1 1.4
IT IS TO EXPLAIN THAT THE DISHWASHER IS EQUIPPED WITH AN ENERSAVE	1 1.3	0 .0	1 6.3	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	0 .0	1 2.0	0 .0	1 1.4
BY SAYING THAT MAYTAG CONSUMED LESS ENERGY THAN THEIR MAIN COMPETITOR KITCHEN AID	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	1 3.8	0 .0	0 .0	1 1.4
SAID IT MEANT VOLTAGE HAS TO BE APPROVED BY THE GOV'T FOR WIRING	1 1.3	0 .0	0 .0	0 .0	1 6.7	0 .0	0 .0	0 .0	1 4.0	0 .0	1 2.0	0 .0	1 1.4

TABLE 6
0.3 VARIATION IN KWH "CONSUMPTION" AMONG APPLIANCES
BASE TOTAL SALESPERSONS

		REGION					APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	FREEZER	DISHWASHER	FRIDGE	ONE ONLY	TWO OR MORE	SALESPERSON	INTERVIEWER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	23 100.0	25 100.0	26 100.0	30 100.0	5 100.0	71 100.0
VARIATION INITIALLY POINTED OUT BY...													
SALESPERSON	19 25.0	1 6.7	1 6.3	6 40.0	4 26.7	7 46.7	6 23.1	7 28.0	6 24.0	5 19.2	14 28.0	4 80.0	15 21.1
INTERVIEWER	57 75.0	14 93.3	15 93.8	9 60.0	11 73.3	8 53.3	20 76.9	18 72.0	19 76.0	21 80.8	36 72.0	1 20.0	56 78.9

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TABLE 7
0.4/6 "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES
BASE TOTAL SALESPERSONS

	REGION						APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	FREEZER	DISHWSHER	FRIDG	ONE ONLY	TWO OR MORE	SALESPERSON	INTERVIEWER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	30 100.0	5 100.0	71 100.0
TOPIC OF COST OF ELECTRICAL CONSUMPTION INITIATED BY...													
SALESPERSON	12 15.8	2 13.3	0 .0	5 33.3	0 .0	5 33.3	6 23.1	1 4.0	5 20.0	6 23.1	6 12.0	3 60.0	9 12.7
INTERVIEWER	64 84.2	13 86.7	16 100.0	10 66.7	15 100.0	10 66.7	20 76.9	24 96.0	20 80.0	20 76.9	44 88.0	2 40.0	62 87.3
COST PER KWH SPECIFIED BY SALESPERSON:													
YES	17 22.4	6 40.0	4 25.0	5 33.3	1 6.7	1 6.7	6 23.1	4 16.0	7 28.0	7 26.9	10 20.0	2 40.0	15 21.1
NO	59 77.6	9 60.0	12 75.0	10 66.7	14 93.3	14 93.3	20 76.9	21 84.0	18 72.0	19 73.1	40 80.0	3 60.0	56 78.9
PRICE OF ONE KWH QUOTED BY SALESPERSON (IN CENTS)													
1	2 2.6	0 .0	1 6.3	1 6.7	0 .0	0 .0	0 .0	2 8.0	0 .0	0 .0	2 4.0	0 .0	2 2.8
3	1 1.3	0 .0	1 6.3	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	1 2.0	0 .0	1 1.4
4	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	0 .0	1 2.0	0 .0	1 1.4
5	4 5.3	0 .0	1 6.3	2 13.3	0 .0	1 6.7	4 15.4	0 .0	0 .0	2 7.7	2 4.0	2 40.0	2 2.8
6	4 5.3	2 13.3	0 .0	2 13.3	0 .0	0 .0	1 3.8	1 4.0	2 8.0	2 7.7	2 4.0	0 .0	4 5.6
7	2 2.6	1 6.7	1 6.3	0 .0	0 .0	0 .0	1 3.8	0 .0	1 4.0	0 .0	2 4.0	0 .0	2 2.8
8	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	1 3.8	0 .0	0 .0	1 1.4
10	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	1 3.8	0 .0	0 .0	1 1.4
NOT STATED	1 1.3	0 .0	0 .0	0 .0	1 6.7	0 .0	0 .0	0 .0	1 4.0	1 3.8	0 .0	0 .0	1 1.4
COST PER KWH NOT SPECIFIED BY SALESPERSON	59 77.6	9 60.0	12 75.0	10 66.7	14 93.3	14 93.3	20 76.9	21 84.0	18 72.0	19 73.1	40 80.0	3 60.0	56 78.9
AVERAGE PRICE GIVEN**	5.31	6.83	4.00	4.60	.00	5.00	5.50	3.00	6.67	6.67	4.50	5.00	5.36

**EXCLUDES DON'T KNOW

TABLE 7
Q.4/6 "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES
BASE TOTAL SALESPERSONS

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WINN-IPEG	VANC-OUVER	APPLIANCE SHOPPED FOR: FRE-EZER	DISH-WSHER	FRIDG	BRANDS IN STORE: ONE ONLY	TWO OR MORE	ENERGY INITIATED BY: SALES PER-SON	INTER-VIEW-ER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	13 100.0	13 100.0	26 100.0	25 100.0	25 100.0	26 100.0	50 100.0	5 100.0	71 100.0
COST OF ELECTRICITY PER APPLIANCE FOR A PERIOD OF TIME													
MENTIONED BY SALESPERSON	23 30.3	6 40.0	4 25.0	8 53.3	1 6.7	4 26.7	7 26.9	6 24.0	10 40.0	7 26.9	16 32.0	2 40.0	21 29.6
NOT MENTIONED BY SALESPERSON	53 69.7	9 60.0	12 75.0	7 46.7	14 93.3	11 73.3	19 73.1	19 76.0	15 60.0	19 73.1	34 68.0	3 60.0	50 70.4
PERIOD OF TIME GIVEN FOR COST PER APPLIANCE													
BY MONTH	17 22.4	4 26.7	3 18.8	6 40.0	0 0	4 26.7	6 23.1	5 20.0	6 24.0	4 15.4	13 26.0	2 40.0	15 21.1
BY YEAR	5 6.6	1 6.7	0 .0	3 20.0	1 6.7	0 .0	0 .0	1 4.0	4 16.0	2 7.7	3 6.0	0 .0	5 7.0
BY 10 YEARS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
NOTHING MENTIONED	2 2.6	1 6.7	1 6.3	0 .0	0 .0	0 .0	1 3.8	1 4.0	0 .0	1 3.8	1 2.0	0 .0	2 2.8
NO COST OF ELECTRICITY PER APPLIANCE GIVEN BY SALESPERSON	53 69.7	9 60.0	12 75.0	7 46.7	14 93.3	11 73.3	19 73.1	19 76.0	15 60.0	19 73.1	34 68.0	3 60.0	50 70.4

TABLE 7
Q.4/6 "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES
BASE TOTAL RESPONDENTS

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WINN-IPEG	VANC-OUVER	APPLIANCE SHOPPED FOR: FRE-EZER	DISH-WSHER	FRIDG	BRANDS IN STORE: ONE ONLY	TWO OR MORE	ENERGY INITIATED BY: SALES PER-SON	INTER-VIEW-ER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	50 100.0	5 100.0	71 100.0
NUMBER OF APPLIANCES FOR WHICH COST OF ELECTRICITY GIVEN													
ONE ONLY	4 5.3	1 6.7	1 6.3	0 .0	0 .0	2 13.3	2 7.7	0 .0	2 8.0	0 .0	4 8.0	0 .0	4 5.6
MORE THAN ONE	19 25.0	5 33.3	3 18.8	8 53.3	1 6.7	2 13.3	5 19.2	6 24.0	8 32.0	7 26.9	12 24.0	2 40.0	17 23.9
NO COST OF ELECTRICITY PER APPLIANCE GIVEN BY SALESPERSON	53 69.7	9 60.0	12 75.0	7 46.7	14 93.3	11 73.3	19 73.1	19 76.0	15 60.0	19 73.1	34 68.0	3 60.0	50 70.4
BASE: TOTAL MENTIONED COST FOR ONLY ONE APPLIANCE OR DIDN'T MENTION COST AT ALL	57 100.0	10 100.0	13 100.0	7 100.0	14 100.0	13 100.0	21 100.0	19 100.0	17 100.0	19 100.0	38 100.0	3 100.0	54 100.0
SALESPERSON DIDN'T EVEN "ALLUDE" TO A COMPARISON OF COSTS BETWEEN APPLIANCES	42 73.7	8 80.0	10 76.9	3 42.9	9 64.3	12 92.3	17 81.0	11 57.9	14 82.4	13 68.4	29 76.3	2 66.7	40 74.1
SALESPERSON ALLUDED AT LEAST VAGUELY TO A DIFFERENCE BETWEEN MODELS	15 26.3	2 20.0	3 23.1	4 57.1	5 35.7	1 7.7	4 19.0	8 42.1	3 17.6	6 31.6	9 23.7	1 33.3	14 25.9
COMMENTS BY SALESPERSON													
ELECTRICAL ENERGY IS CHEAP/NOT IMPORTANT	4 7.0	0 .0	0 .0	1 14.3	3 21.4	0 .0	2 9.5	2 10.5	0 .0	2 10.5	2 5.3	0 .0	4 7.4
COSTS DO NOT VARY SIGNIFICANTLY FROM ONE MODEL TO ANOTHER	3 5.3	0 .0	1 7.7	1 14.3	1 7.1	0 .0	1 4.8	1 5.3	1 5.9	1 5.3	2 5.3	0 .0	3 5.6
ELECTRICAL COSTS VARY ACCORDING TO USER'S HABITS	1 1.8	0 .0	0 .0	0 .0	1 7.1	0 .0	0 .0	0 .0	1 5.9	0 .0	1 2.6	0 .0	1 1.9
GAVE A KWH EVALUATION ONLY	6 10.5	2 20.0	2 15.4	1 14.3	0 .0	1 7.7	1 4.8	5 26.3	0 .0	2 10.5	4 10.5	1 33.3	5 9.3
WOULD SAVE ABOUT HALF THE COST OF A FRIDGE THAT DID NOT HAVE THE ENERSAVE	1 1.8	0 .0	0 .0	1 14.3	0 .0	0 .0	0 .0	0 .0	1 5.9	1 5.3	0 .0	0 .0	1 1.9

TABLE 8
Q.7 ENERGUIDE DIRECTORY
BASE TOTAL SALESPERSONS

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WINN-IPEG	VANC-OUVER	APPLIANCE SHOPPED FOR: FRE-EZER	DISH-WSHER	FRIDG	BRANDS IN STORE: ONE ONLY	TWO OR MORE	ENERGY INITIATED BY: SALES PER-SON	INTER-VIEW-ER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	50 100.0	5 100.0	71 100.0
SALESPERSON MENTIONED DIRECTORY (Q.7)													
YES	3 3.9	1 6.7	0 .0	1 6.7	0 .0	1 6.7	2 7.7	1 4.0	0 .0	2 7.7	1 2.0	1 20.0	2 2.8
NO	73 96.1	14 93.3	16 100.0	14 93.3	15 100.0	14 93.3	24 92.3	24 96.0	25 100.0	24 92.3	49 98.0	4 80.0	69 97.2
SALESPERSON SHOWED DIRECTORY TO INTERVIEWER (Q.8)													
YES	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	1 3.8	0 .0	0 .0	1 1.4
NO	2 2.6	0 .0	0 .0	1 6.7	0 .0	1 6.7	2 7.7	0 .0	0 .0	1 3.8	1 2.0	1 20.0	1 1.4
USE OF DIRECTORY BY SALESPERSON DURING SALE (Q.9)													
SALESPERSON SHOWED ME HOW TO USE THE BOOKLET TO CALCULATE THE COST OF ELECTRICITY													
YES	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
NO	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	1 3.8	0 .0	0 .0	1 1.4
SALESPERSON SHOWED ME THE TABLE ON PAGE 6 OF THE BOOKLET AND EXPLAINED TO ME THAT THESE WERE THE COSTS OF ELECTRICITY OVER A PERIOD OF 10 YEARS													
YES	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
NO	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	1 3.8	0 .0	0 .0	1 1.4

TABLE 8
Q.7 ENERGUIDE DIRECTORY
BASE TOTAL SALESPERSONS

	TOTAL	REGION: HALIFAX	REGION: MONTREAL	REGION: TORONTO	REGION: WINNIPEG	REGION: VANCOUVER	APPLIANCE SHOPPED FOR: FREEZER	APPLIANCE SHOPPED FOR: DISHWSHER	APPLIANCE SHOPPED FOR: FRIDG	BRANDS IN STORE: ONE ONLY	BRANDS IN STORE: TWO OR MORE	ENERGY INITIATED BY: SALESPERSON	ENERGY INITIATED BY: INTERVIEWER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	30 100.0	5 100.0	71 100.0
SALESPERSON SHOWED ME THAT ALL THE MODELS WERE LISTED WITH THEIR ELECTRICAL CONSUMPTION													
YES	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	1 3.8	0 .0	0 .0	1 1.4
NO	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
SALESPERSON ONLY SHOWED ME THE BOOKLET WITHOUT GIVING ME ANY EXPLANATIONS ABOUT ITS CONTENTS													
YES	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
NO	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	1 3.8	0 .0	0 .0	1 1.4
SALESPERSON GAVE ME A BOOKLET TO TAKE HOME WITH ME													
YES	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
NO	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	1 3.8	0 .0	0 .0	1 1.4
SALESPERSON DID NOT SHOW DIRECTORY TO INTERVIEWER	75 98.7	14 93.3	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	24 96.0	25 100.0	25 96.2	30 100.0	5 100.0	70 98.6
TOTAL SAW DIRECTORY IN STORE	5 6.6	1 6.7	0 .0	2 13.3	1 6.7	1 6.7	0 .0	5 20.0	0 .0	3 11.5	2 4.0	0 .0	5 7.0
-SALESPERSON DID NOT MENTION DIRECTORY BUT INTERVIEWER SAW IT IN STORE	4 5.3	0 .0	0 .0	2 13.3	1 6.7	1 6.7	0 .0	4 16.0	0 .0	2 7.7	2 4.0	0 .0	4 5.6
-SALESPERSON MENTIONED DIRECTORY WITHOUT SHOWING IT, BUT INTERVIEWER SAW IT IN STORE	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
-SALESPERSON SHOWED DIRECTORY TO INTERVIEWER	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	1 4.0	0 .0	1 3.8	0 .0	0 .0	1 1.4
TOTAL DID NOT SEE DIRECTORY IN STORE	71 93.4	14 93.3	16 100.0	13 86.7	14 93.3	14 93.3	26 100.0	20 80.0	25 100.0	23 88.5	48 96.0	5 100.0	66 93.0

TABLE 9
Q.10 INTERVIEWER'S PERCEPTION OF SIGNIFICANCE TO SALESPERSON OF COST DIFFERENCES IN ENERGY CONSUMPTION AMONG APPLIANCES
BASE TOTAL SALESPERSONS

	TOTAL	REGION: HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	APPLIANCE SHOPPED FOR: FREEZER	DISHWASHER	FRIDGE	BRANDS IN STORE: ONE ONLY	TWO OR MORE	ENERGY INITIATED BY: SALESPERSON	INTERVIEWER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	50 100.0	5 100.0	71 100.0
SALESPERSON APPEARED TO FIND COST DIFFERENCE													
VERY SIGNIFICANT	1 1.3	0 .0	0 .0	1 6.7	0 .0	0 .0	1 3.8	0 .0	0 .0	1 3.8	0 .0	1 20.0	0 .0
QUITE SIGNIFICANT	8 10.5	3 33.3	0 .0	2 13.3	0 .0	1 6.7	4 15.4	2 8.0	2 8.0	5 19.2	3 6.0	2 40.0	6 8.5
NOT VERY SIGNIFICANT	27 35.5	6 40.0	4 25.0	5 33.3	3 20.0	9 60.0	4 15.4	12 48.0	11 44.0	7 26.9	20 40.0	0 .0	27 38.0
NOT AT ALL SIGNIFICANT	40 52.6	4 26.7	12 75.0	7 46.7	12 80.0	5 33.3	17 65.4	11 44.0	12 48.0	13 50.0	27 54.0	2 40.0	38 53.5

TABLE 10
Q.11 INTERVIEWER'S PERCEPTION OF SALESPERSON' LEVEL OF INTEREST IN THE TOPIC OF ELECTRICAL CONSUMPTION OF APPLIANCES
BASE TOTAL SALESPERSONS

	TOTAL	REGION: HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	APPLIANCE SHOPPED FOR: FREEZER	DISHWSHER	FRIDG	BRANDS IN STORE: ONE ONLY	TWO OR MORE	ENERGY INITIATED BY: SALESPERSON	INTERVIEWER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	50 100.0	5 100.0	71 100.0
SALESPERSONS LEVEL OF INTEREST													
NOT VERY INTERESTED	60 78.9	11 73.3	16 100.0	10 66.7	12 80.0	11 73.3	20 76.9	23 92.0	17 68.0	19 73.1	41 82.0	1 20.0	59 83.1
FAIRLY INTERESTED	12 15.8	4 26.7	0 .0	3 20.0	2 13.3	3 20.0	5 19.2	2 8.0	5 20.0	6 23.1	6 12.0	3 60.0	9 12.7
VERY INTERESTED	4 5.3	0 .0	0 .0	2 13.3	1 6.7	1 6.7	1 3.8	0 .0	3 12.0	1 3.8	3 6.0	1 20.0	3 4.2

TABLE 11
Q.12 ENERGY CONSUMPTION AS PART OF SALES STRATEGY
BASE TOTAL SALESPERSONS

	TOTAL	REGION: HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	APPLIANCE SHOPPED FOR: FREEZER	DISHWSHER	FRIDG	BRANDS IN STORE: ONE ONLY	TWO OR MORE	ENERGY INITIATED BY: SALESPERSON	INTERVIEWER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	30 100.0	5 100.0	71 100.0
SALESPERSON USED ENERGY CONSUMPTION TO INFLUENCE SALE:													
YES	9 11.8	2 13.3	2 12.5	4 26.7	0 .0	1 6.7	5 19.2	1 4.0	3 12.0	4 15.4	5 10.0	2 40.0	7 9.9
NO	67 88.2	13 86.7	14 87.5	11 73.3	15 100.0	14 93.3	21 80.8	24 96.0	22 88.0	22 84.6	45 90.0	3 60.0	64 90.1

TABLE 12
Q 13 ADDITIONAL COMMENTS BY INTERVIEWER REGARDING IN-STORE SHOPPING
BASE TOTAL SALESPERSONS

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WINN-IPEG	VANC-OUVER	APPLIANCE SHOPPED FOR: FRE-EZER	DISH-WSHER	FRIDG	BRANDS IN STORE: ONE ONLY	TWO OR MORE	ENERGY INITIATED BY: SALES PER-SON	INTER-VIEW-ER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	50 100.0	5 100.0	71 100.0
ADDITIONAL COMMENTS													
SALESPERSON NOT AT ALL INTERESTED IN ENERGY CONSUMPTION	12 15.8	0 .0	6 37.5	2 13.3	2 13.3	2 13.3	2 7.7	5 20.0	5 20.0	4 15.4	8 16.0	0 .0	12 16.9
SALESPERSON EMPHASIZED THAT AMOUNT OF INSULATION BRINGS DOWN THE COST OF ENERGY	5 6.6	0 .0	0 .0	2 13.3	2 13.3	1 6.7	2 7.7	0 .0	3 12.0	1 3.8	4 8.0	2 40.0	3 4.2
SALESPERSON NOT IMPRESSED BY ENERGUIDE BROCHURE	3 3.9	0 .0	0 .0	1 6.7	0 .0	2 13.3	2 7.7	1 4.0	0 .0	0 .0	3 6.0	1 20.0	2 2.8
SALESPERSON MORE INTERESTED IN SELLING HIS PRODUCT THAN ENERGY CONSUMPTION	20 26.3	2 13.3	5 31.3	5 33.3	3 20.0	5 33.3	5 19.2	8 32.0	7 28.0	6 23.1	14 28.0	0 .0	20 28.2
SALESPERSON KNEW VERY LITTLE ON ENERGY CONSUMPTION	9 11.8	1 6.7	2 12.5	4 26.7	2 13.3	0 .0	4 15.4	2 8.0	3 12.0	3 11.5	6 12.0	0 .0	9 12.7
SALESPERSON SEEMED INTERESTED IN ELECTRICAL CONSUMPTION	6 7.9	3 20.0	0 .0	2 13.3	0 .0	1 6.7	3 11.5	0 .0	3 12.0	4 15.4	2 4.0	2 40.0	4 5.6
SALESPERSON FOUND ENERGY COSTS NOT WORTH CONSIDERING	13 17.1	2 13.3	1 6.3	3 20.0	6 40.0	1 6.7	4 15.4	3 12.0	6 24.0	3 11.5	10 20.0	0 .0	13 18.3
STORE NO LONGER HAS BOOKLET	1 1.3	0 .0	0 .0	0 .0	1 6.7	0 .0	0 0	0 .0	1 4.0	0 .0	1 2.0	0 .0	1 1.4
LABEL MISSING ON APPLIANCES	3 3.9	0 .0	2 12.5	0 .0	0 .0	1 6.7	1 3.8	1 4.0	1 4.0	0 .0	3 6.0	0 .0	3 4.2
HE SHOWED ME A 1981 COPY OF THE DIRECTORY	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 0	1 4.0	0 .0	1 3.8	0 0	0 .0	1 1.4
MISCELLANEOUS	7 9.2	1 6.7	0 .0	0 .0	3 20.0	3 20.0	1 3.8	2 8.0	4 16.0	3 11.5	4 8.0	0 .0	7 9.9
NO OTHER COMMENTS	18 23.7	8 53.3	6 37.5	0 .0	1 6.7	3 20.0	6 23.1	8 32.0	4 16.0	7 26.9	11 22.0	0 .0	18 25.4

INTERVIEWER INSTRUCTIONS FOR IN-STORE SHOPPING STUDY MJ57-6

OBJECTIVES OF THE STUDY

As part of its program of energy conservation the federal government has had a label attached to all large household appliances indicating the number of kilowatt-hours consumed per month of normal use by each appliance. In addition a booklet (**ENERGUIDE DIRECTORY 1983**) was prepared for store customers in order to help them calculate and compare the cost (in dollars) of the electricity consumed by specific makes and models of appliances.

The objective of the study is to see how much importance the salesperson gives to this specific aspect (i.e. electrical consumption/ENERGUIDE) when a potential customer arrives in the store.

GENERAL INSTRUCTIONS

You have been assigned a specific store (name and address). You should go to the store trying to avoid, as much as possible, the rush hours, so that you can minimize the salesperson's time not spent on "real" sales; you should try to conduct the "shopping" in the morning (say between 9:30 and 12:00) and during the afternoon (say between 2:00 and 5:00) which are generally less busy periods.

For each store assigned to you, we have also assigned the specific appliance you are to "shop" for (either a refrigerator, a freezer or a dishwasher).

IN THE STORE

You are to simulate a shopping inquiry regarding one of these appliances Act as normally as possible while, nevertheless, following the instructions outlined below:

- You are thinking about buying the electrical appliance in question but you are only at the stage of looking and comparing the different appliances; in this comparison shopping, we want the salesperson to advise you and to explain what he has to offer.

- That is to say, therefore, that you should pay close attention to what he will tell you since the objective of this exercise is precisely to see what importance he gives to ENERGUIDE in his comments, in the suggestions he makes, etc.

- Also, since you are comparing appliances, show interest in more than one model of this type of appliance.

- During this exchange with the salesperson, you can ask the usual questions you would normally ask if you were in fact shopping for this appliance. However, at first, avoid bringing up yourself the question of how much electricity the appliance uses.

  Wait until the salesperson brings it up himself. We think that a couple of situations could present themselves:

  1. If the salesperson mentions of his own accord either the kilowatt-hours, the amount of energy consumed, or the ENERGUIDE sticker/label or directory, then you should show interest in the subject and ask such questions as...

     - what does it mean?
     - how do we use it?
     - what costs are involved? etc.

  2. If, after you have asked all the questions that you feel are useful and you have listened closely to everything he has told you, the salesperson still has made no allusion at all on his own to the kilowatthours, consumption of energy or ENERGUIDE label or directory, you should then ask him, what the label/sticker on the appliance means, and from there go on to discuss the topic of energy consumption and costs attached to it to the extent, of course, that the salesperson himself is interested in that topic.

     During your exchange with the salesperson do not ask about the ENERGUIDE DIRECTORY unless he brings it up first on his own.

- Please complete the questionnaire immediately after leaving the store while the exchange with the salesperson is still fresh in your mind.

GOOD LUCK!

CANADIAN FACTS
Halifax ... 7-1
Montreal 2
Toronto 3
Winnipeg 4
Vancouver ... 5

5-2 (6)

STUDY MJ57-6

QUESTIONNAIRE TO BE COMPLETED OUT OF SIGHT OF THE SALESPERSON

NAME OF STORE: _____

ADDRESS: _____ **DATE OF VISIT:** _____

Type of appliance looked at: **(CHECK ONE ONLY)**
Freezer 8-1
Dishwasher 2
Fridge 3

TOTAL TIME SPENT WITH SALESPERSON: _____ **MINUTES** 9-10-

A. FILL IN THE BRANDS OF THE APPLIANCE YOU WERE ASKING ABOUT THAT WERE CARRIED IN THE STORE:

_____ _____ 11-
_____ _____ 12-
_____ _____ 13-

NOTE: IF YOU FEEL IT NECESSARY, PLEASE WRITE IN ANY RELEVANT COMMENTS IN THE MARGIN BESIDE THE QUESTION 14-

---

1. Did the salesperson bring up the question of energy consumption/electrical consumption/kilowatt-hours <u>on his own</u>?

YES .....15 -1
NO 2

-a) Did he raise it... quite early 16-1
about the middle 2
or towards the end of your exchange?. 3

-b) Please indicate as clearly and as briefly as possible how he brought the question up <u>on his own</u>:

_____ 17-
_____ 18-
_____ 19-
_____

2. Once the question of the label had been brought up (either by you or the salesperson), how did he explain it? **(MORE THAN ONE ANSWER POSSIBLE)**

- By saying the label indicated the electrical consumption or number of KWH 20-1
- By suggesting that the label was affixed <u>because the appliance was of higher quality</u> 2
- By suggesting that the label was affixed because the appliance <u>didn't use much electricity</u> 3
- OTHER **(SPECIFY)** _____ 21-
_____ 22-
_____

3. Did the salesperson point out to you <u>on his own</u> that the number of kilowatt-hours varied from one appliance to another, or was it you who had to bring up this point?

- Salesperson brought it up <u>on his own</u> 23-1
- I had to bring it up <u>myself</u> 2
- OTHER **(SPECIFY)** _____ 24-
_____
_____

4. Did the salesperson talk to you on his own about costs related to electrical consumption or was it you who had to bring up this point?

- The salesperson brought it up on his own 25-1
- I had to bring it up myself 2
- OTHER (SPECIFY) _____ 26-
_____
_____

5. In talking of the cost of electricity, did the salesperson specify how much one kilowatt-hour might cost (by saying, for example, that it would cost 2, 3, 4 or 5¢ the kilowatt-hour)?

YES .....27 → -1 -a) What price per KWH did he mention? _____¢ 28- 29- 30- 31-

NO 2

6. Did the salesperson mention an amount (per month, per year or for 10 years) for the cost of electricity for the model(s) that you looked at?

YES .....32 → -1 -a) Was(were) the amount(s) mentioned by the salesperson... (SEVERAL ANSWERS POSSIBLE)?

by month 33-1
by year 2
for 10 years 3
OTHER (SPECIFY): _____ 34-

-b) Did he mention the cost of electricity for one model only or for more than one?

ONE ONLY . 35 → -1 -c) IF THE SALESPERSON ALLUDED TO (EVEN IF ONLY VAGUELY) THE COST FOR OTHER MODELS, SPECIFY WHAT HE SAID:

_____ 36-
_____ 37-
_____ 38-

MORE THAN ONE . 2

NO ..... → -2 -d) IF THE SALESPERSON ALLUDED TO (EVEN IF ONLY VAGUELY) THE COST OF ELECTRICITY FOR DIFFERENT MODELS, SPECIFY WHAT HE SAID:

_____ 39-
_____ 40-
41-

7. Did the salesperson mention the booklet ENERGUIDE DIRECTORY 1983?

YES 42-1

NO ..... → 2 -a) Did you see the DIRECTORY anywhere in the store?

YES 3
NO 4

SKIP TO Q.10

8. Did he show you one?

YES 43-1

NO ..... → 2 -a) Did you see the DIRECTORY anywhere in the store?

YES 3
NO 4

SKIP TO Q.10

9. ANSWER "YES" OR "NO" FOR EACH:

		YES	NO
-a)	The salesperson showed me how to use the booklet to calculate the cost of electricity	44-1	2
-b)	The salesperson showed me the table on page 6 of the booklet and explained to me that these were the costs of electricity over a period of 10 years	45-1	2
-c)	The salesperson showed me that all the models were listed with their electrical consumption	46-1	2
-d)	The salesperson only showed me the booklet without giving me any explanations about its content	47-1	2
-e)	The salesperson gave me a booklet to take home with me.....	48-1	2

10. Based on what the salesperson said and his general attitude about electrical consumption, would you say that the salesperson was trying to tell you:

- that the cost differences from one appliance to another were...

  - very significant 49-1
  - quite significant 2
  - not very significant 3
  - not at all significant 4

  OTHER (SPECIFY): _____ 50-
  51-

11. In the final analysis do you feel that concerning electrical consumption...

  - The salesperson was not really very interested and only answered your questions without really elaborating on electrical consumption on his own 52-1
  - The salesperson was fairly interested in the question and provided you with information without you having to ask all the questions 2
  - The salesperson was very interested in the question and gave you a lot of information without you having to ask all the questions 3

  OTHER (SPECIFY): _____ 53-
  _____ 54-
  _____

12. Did the salesman try to influence your decision on the basis of the appliance's energy consumption? For example, did he suggest you buy the model or brand with lower consumption? Did he use energy consumption as part of his sales strategy?

  YES 55-1

  NO 2

  Any Comments? _____ _____ 56-
  _____

13. If you deem it necessary you may use this space either to summarize your exchange with the salesperson as briefly and clearly as possible, or to add some information which you feel would help us understand what happened.

_____ 57-
_____ 58-
_____ 59-
_____ 60-

(61/80)

INTERVIEWER'S NAME: _____

INSTRUCTIONS AUX INTERVIEWERS
MAGASINAGE

ÉTUDE MJ57-6

BUT DE L'ÉTUDE

Dans son programme visant à épargner l'énergie, le gouvernement a fait apposer sur chaque gros appareil ménager une étiquette indiquant le nombre de kilowattheure consommé par chaque appareil, par mois, d'un usage normal. De plus, il a mis à la disposition des clients des magasins, un livret **(RÉPERTOIRE ÉNERGUIDE 1983)** qui permet à l'acheteur de calculer et de comparer les coûts (en dollars) que représente la consommation d'électricité de tel(le) marque ou modèle versus tel autre.

Le but précis de l'étude est de voir quelle importance le vendeur accorde à cet élément (consommation d'électricité/ÉNERGUIDE) quant un acheteur potentiel se présente au magasin.

INSTRUCTIONS GÉNÉRALES

Un magasin précis vous a été assigné (avec le nom et l'adresse). Vous devez aller dans le magasin tout en évitant, dans la mesure du possible, les heures de pointe de manière à ne pas monopoliser un vendeur à des moments où il pourrait s'occuper de "vrais" clients. Vous devez donc essayer de "magasiner" soit le matin (entre 9:30 et midi) soit l'après-midi (entre 2:00 et 5:00) qui sont des périodes généralement moins achalandées.

Dans chaque magasin qui vous est assigné, nous vous assignerons le type précis d'appareil pour lequel vous devez "magasiner" (soit un réfrigérateur, soit un congélateur, soit un lave-vaisselle).

DANS LE MAGASIN

Vous devez simuler un acte de magasinage pour le type d'appareil qui vous a été précisé. Comportez-vous tout à fait normalement en suivant, cependant, les instructions ci-dessous:

- Vous songez à vous acheter l'appareil en question mais vous n'êtes qu'au stade de regarder et de comparer les différentes marques; pour ce magasinage nous voulons que le vendeur vous donne des conseils et qu'il vous explique ce qu'il peut vous offrir.

- Vous aurez donc à faire très attention à ce que le vendeur vous dit du fait que l'objectif de cet exercice est précisément de voir quelle importance le vendeur accorde à ÉNERGUIDE dans ses commentaires et suggestions, etc.

- En plus, comme vous comparez des appareils, veuillez vous intéresser dans plus d'un modèle du genre d'appareil pour lequel vous "magasinez".

- Au cours de votre échange avec le vendeur, vous poserez les questions habituelles que vous poseriez si vous magasiniez réellement pour cet appareil. Cependant, ne parlez pas de vous-même de la quantité d'électricité consommée par l'appareil.

  Attendez que le vendeur vous en parle de lui-même. Nous pensons que deux situations pourraient se produire:

  1. Si le vendeur mentionne de lui-même soit les kilowattheures, la consommation d'électricité, ou l'étiquette ou répertoire ÉNERGUIDE, vous devez à ce moment-là vous intéresser au sujet et posez des questions du genre...

     - qu'est-ce que ça veut dire?
     - comment s'en sert-on?
     - quels sont les coûts qui sont impliqués?, etc.

  2. Si une fois que vous avez posé toutes les questions qui vous semblent pertinentes et utiles, et ayant écouté attentivement tout ce qu'il vous a dit si le vendeur n'a fait aucune allusion de lui-même aux kilowattheures, la consommation d'électricité ou l'étiquette ou le répertoire ÉNERGUIDE, vous devez alors lui demander pourquoi il y a une étiquette sur l'appareil, et à partir de ça discuter des coûts et de la consommation d'énergie dans la mesure, naturellement, où le vendeur lui-même s'intéresse au sujet.

     Au cours de votre échange avec le vendeur ne posez pas de questions au sujet du RÉPERTOIRE ÉNERGUIDE sauf si lui vous en a déjà parlé de lui-même.

- Veuillez remplir le questionnaire immédiatement après avoir quitté le magasin lorsque votre échange avec le vendeur est toujours bien présente dans votre esprit.

BONNE CHANCE!

RÉALITÉS CANADIENNES
Montréal 7- 2

ÉTUDE MJ57-6

5-2 (6)

QUESTIONNAIRE À REMPLIR HORS DE LA VUE DU VENDEUR

NOM DU MAGASIN: _____

ADRESSE: _____ **DATE DE LA VISITE:** _____

Type d'appareil regardé: **(COCHEZ UN SEUL)**
Congélateur 8-1
Lave-vaisselle 2
Réfrigérateur 3

DURÉE TOTALE DE L'ÉCHANGE AVEC LE VENDEUR: _____ **MINUTES** 9- 10-

---

A. INDIQUEZ LES MARQUES DE L'APPAREIL EN QUESTION QUI ÉTAIENT VENDUES DANS CE MAGASIN:

_____ _____ 11-

_____ _____ 12-

_____ _____ 13-

NOTE: SI VOUS ESTIMEZ NÉCESSAIRE, FAITES DES COMMENTAIRES EN MARGE DES RÉPONSES. 14-

---

1. Le vendeur a-t-il de lui-même soulevé la question de consommation d'énergie/d'électricité/de kilowattheure?

OUI .....15 -1
NON 2

-a) L'a-t-il soulevé... assez tôt 16-1
à mi-chemin 2
ou vers la fin de votre échange? ... 3

-b) Indiquez le plus clairement et le plus brièvement possible comment il a soulevé de lui-même la question:

_____ 17-

_____ 18-

_____ 19-

_____

2. Une fois que la question de l'étiquette a été soulevée (par vous ou par le vendeur lui-même), comment le vendeur l'a-t-il expliqué? **(PLUS D'UNE RÉPONSE POSSIBLE)**

- En disant que l'étiquette indiquait la consommation d'électricité ou le nombre de KWH .20-1
- En laissant entendre que l'étiquette avait été apposée parce que l'appareil était de meilleure qualité 2
- En laissant entendre que l'étiquette avait été apposée parce que cet appareil consommait peu d'électricité 3
- AUTRE **(PRÉCISEZ)** _____ 21-

_____ 22-

3. Le vendeur vous a-t-il de lui-même fait remarquer que le nombre de Kilowattheure variait d'un appareil à l'autre ou est-ce vous qui avez dû soulever cette question?

- Le vendeur l'a soulevé de lui-même 23-1
- J'ai dû le soulever moi-même 2
- AUTRE **(PRÉCISEZ)** _____ 24-

_____

_____

4. Le vendeur a-t-il de lui-même parlé des coûts liés à la consommation d'électricité ou est-ce vous qui avez dû soulever cette question?

- Le vendeur l'a soulevé de lui-même 25-1
- J'ai dû le soulever moi-même 2
- AUTRE (PRÉCISEZ) _____ 26-

5. Dans ses propos sur les coûts d'électricité, le vendeur a-t-il précisé ce que pouvait coûter d'un kilowattheure (en disant, par exemple, que ça coûtait 2, 3, 4 ou 5¢ le kilowattheure)?

OUI .....27 -1 -a) Quel coût par KWH a-t-il cité? 28-
29-
NON ..... 2 _____¢ 30-
31-

6. Le vendeur a-t-il cité un montant comme étant le coût d'électricité (par mois, par année ou pour 10 ans) d'un(des) modèle(s) que vous avez regardé(s)?

OUI .....32 -1 -a) Le(s) montant(s) cité(s) par le vendeur était(ent)-il(s)... (PLUSIEURS RÉPONSES POSSIBLES)?

par mois 33-1
par année 2
pour 10 ans 3
AUTRE (PRÉCISEZ): _____ 34-

-b) A-t-il cité le coût d'électricité pour un seul modèle ou l'a-t-il fait pour plus d'un?

UN SEUL ..35 -1 -c) SI LE VENDEUR A FAIT ALLUSION, MÊME DE FAÇON VAGUE, AUX COÛTS DES AUTRES MODÈLES, INDIQUEZ-NOUS CE QU'IL EN A DIT:

_____ 36-
_____ 37-
_____ 38-

PLUS DE UN .. 2

NON ..... -2 -d) SI LE VENDEUR A FAIT ALLUSION, MÊME DE FAÇON VAGUE, AUX COÛTS D'ÉLECTRICITÉ DES DIFFÉRENTS MODÈLES, INDIQUEZ-NOUS CE QU'IL EN A DIT:

_____ 39-
_____ 40-
_____ 41-

7. Le vendeur a-t-il fait allusion au livret RÉPERTOIRE ÉNERGUIDE 1983?

OUI 42-1

NON ..... 2 -a) Avez-vous vu quelque part dans le magasin ce RÉPERTOIRE?

OUI 3
NON 4

PASSEZ À LA QU.10

8. Vous en a-t-il montré un?

OUI 43-1

NON ..... 2 -a) Avez-vous vu quelque part dans le magasin ce RÉPERTOIRE?

OUI 3
NON 4

PASSEZ À LA QU.10

9. INDIQUEZ SI "OUI" OU "NON" POUR CHACUNE:

		OUI	NON
-a)	Le vendeur m'a montré comment utiliser ce livret pour calculer les coûts d'électricité	44-1	2
-b)	Le vendeur m'a montré le tableau de la page 6 du livret en m'expliquant qu'il s'agissait des coûts d'électricité sur une période de 10 ans	45-1	2
-c)	Le vendeur m'a montré que tous les modèles étaient listés avec leur consommation d'électricité	46-1	2
-d)	Le vendeur m'a simplement montré le livret sans me donner de détails sur son contenu	47-1	2
-e)	Le vendeur m'a donné un livret pour apporter avec moi	48-1	2

10. En vous basant sur les propos et l'attitude générale du vendeur vis-à-vis la consommation d'électricité, diriez-vous que le vendeur essayait de vous dire:

- que les différences de coût d'un appareil à l'autre étaient...

  - très importantes 49-1
  - assez importantes 2
  - pas très importantes 3
  - pas importantes du tout 4

  AUTRE (PRÉCISEZ): _____ 50-
  51-

11. En fin de compte estimez-vous que sur la question de consommation d'électricité...

  - Le vendeur manifestait très peu d'intérêt et n'a fait que répondre à vos questions sans vraiment élaborer de lui-même sur la consommation d'électricité 52-1
  - Le vendeur manifestait de lui-même un certain intérêt à la question et vous donnait des informations sans que vous ayez à poser toutes les questions 2
  - Le vendeur manifestait de lui-même beaucoup d'intérêt et vous donnait passablement d'informations sans que vous ayez à poser toutes les questions 3

  AUTRE (PRÉCISEZ): _____ 53-
  _____ 54-
  _____

12. Le vendeur a-t-il essayé d'influencer votre choix en insistant tout particulièrement sur la consommation d'électricité des appareils? Par exemple, vous a-t-il suggéré d'acheter le modèle ou la marque qui consomme le moins d'électricité? A-t-il employé la consommation d'énergie en tant que stratégie de vente?

  OUI 55-1
  NON 2

  Si vous avez des commentaires? _____ 56-
  _____

13. Si vous estimez nécessaire, vous pouvez utiliser l'espace qui suit pour soit résumer le plus brièvement et clairement possible votre échange avec le vendeur, soit pour compléter les informations que vous jugez pertinentes.

_____ 57-
_____ 58-
_____ 59-
_____ 60-

NOM DE L'INTERVIEWER: _____ (61/80)

INTERVIEW OF SALESPERSONS

MJ576 CANADIAN FACTS

PAGE	TABLE	TITLE	BASE
1	1	Q. D TYPES OF MAJOR HOUSEHOLD APPLIANCES SOLD	TOTAL SALESPERSONS
2	2	Q. E NUMBER OF BRANDS OF EACH APPLIANCE SOLD	TOTAL SALESPERSONS
4	3	Q. 1 SALESPERSON'S PERCEPTION OF THE LEVEL OF IMPORTANCE TO CONSUMER	TOTAL SALESPERSONS
6	4	Q. 2 APPROXIMATE PERCENT OF CUSTOMERS WITH WHOM ENERGY DISCUSSED	TOTAL SALESPERSONS
7	5	Q. 3 APPLIANCES FOR WHICH ENERGY CONSUMPTION MORE FREQUENTLY DISCUSSED	TOTAL STORES SELL MORE THAN ONE TYPE OF APPLIANCE
9	6	Q. 4AB INITIATION OF TOPIC OF ENERGY CONSUMPTION DURING SALES	TOTAL RESPONDENTS
10	7	Q. 4C VARIATION IN KWH "CONSUMPTION" AMONG APPLIANCES	TOTAL RESPONDENTS
11	8	Q. 4D/I "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES	TOTAL RESPONDENTS
15	9	Q. 5 ENERGUIDE DIRECTORY 1983, AWARENESS AND EXTENT OF USE	TOTAL RESPONDENTS
18	10	Q. 9/10 ENERGUIDE DIRECTORY 1983, LEVEL OF USEFULNESS FOR SALESPERSON	TOTAL RESPONDENTS

TABLE 1
Q.D TYPES OF MAJOR HOUSEHOLD APPLIANCES SOLD
BASE TOTAL SALESPERSONS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	39 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
STORE SELLS:														
FREEZERS	69 92.0	12 80.0	15 100.0	15 100.0	13 86.7	14 93.3	38 88.4	37 94.6	69 100.0	68 91.9	68 95.8	68 95.8	68 94.4	68 94.4
DISHWASHERS	74 98.7	15 100.0	15 100.0	15 100.0	14 93.3	15 100.0	43 100.0	38 98.3	68 98.6	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
REFRIGERATORS	71 94.7	13 86.7	15 100.0	15 100.0	13 86.7	15 100.0	40 93.0	38 98.3	68 98.6	71 95.9	71 100.0	71 100.0	71 98.6	71 98.6
STOVE/RANGE	71 94.7	13 86.7	15 100.0	15 100.0	13 86.7	15 100.0	40 93.0	38 98.3	68 98.6	71 95.9	71 100.0	71 100.0	71 98.6	71 98.6
CLOTHES DRYER	72 96.0	14 93.3	15 100.0	15 100.0	13 86.7	15 100.0	41 95.3	38 98.3	68 98.6	72 97.3	71 100.0	71 100.0	72 100.0	72 100.0
CLOTHES WASHER	72 96.0	14 93.3	15 100.0	15 100.0	13 86.7	15 100.0	41 95.3	38 98.3	68 98.6	72 97.3	71 100.0	71 100.0	72 100.0	72 100.0
STORE DOES NOT SELL:														
FREEZERS	6 8.0	3 20.0	0 0.0	0 0.0	2 13.3	1 6.7	5 11.6	2 3.4	0 0.0	6 8.1	3 4.2	3 4.2	4 5.6	4 5.6
DISHWASHERS	1 1.3	0 0.0	0 0.0	0 0.0	1 6.7	0 0.0	0 0.0	1 1.7	1 1.4	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0
REFRIGERATORS	4 5.3	2 13.3	0 0.0	0 0.0	2 13.3	0 0.0	3 7.0	1 1.7	1 1.4	3 4.1	0 0.0	0 0.0	1 1.4	1 1.4
STOVE/RANGE	4 5.3	2 13.3	0 0.0	0 0.0	2 13.3	0 0.0	3 7.0	1 1.7	1 1.4	3 4.1	0 0.0	0 0.0	1 1.4	1 1.4
CLOTHES DRYER	3 4.0	1 6.7	0 0.0	0 0.0	2 13.3	0 0.0	2 4.7	1 1.7	1 1.4	2 2.7	0 0.0	0 0.0	0 0.0	0 0.0
CLOTHES WASHER	3 4.0	1 6.7	0 0.0	0 0.0	2 13.3	0 0.0	2 4.7	1 1.7	1 1.4	2 2.7	0 0.0	0 0.0	0 0.0	0 0.0

TABLE 2
G.E NUMBER OF BRANDS OF EACH APPLIANCE SOLD
BASE TOTAL SALESPERSONS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	39 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
FREEZERS														
1 BRAND	33 44.0	5 33.3	7 46.7	10 66.7	6 40.0	5 33.3	33 76.7	21 53.6	33 47.8	33 44.6	33 46.5	33 46.5	33 45.8	33 45.8
2 BRANDS	23 30.7	7 46.7	5 33.3	3 20.0	4 26.7	4 26.7	4 9.3	23 59.0	23 33.3	22 29.7	22 31.0	22 31.0	22 30.6	22 30.6
3 BRANDS	10 13.3	0 0	2 13.3	2 13.3	3 20.0	3 20.0	1 2.3	10 16.9	10 14.5	10 13.5	10 14.1	10 14.1	10 13.9	10 13.9
4 BRANDS	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
5 OR MORE	3 4.0	0 0	1 6.7	0 0	0 0	2 13.3	0 0	3 5.1	3 4.3	3 4.1	3 4.2	3 4.2	3 4.2	3 4.2
NONE	6 8.0	3 20.0	0 0	0 0	2 13.3	1 6.7	5 11.6	2 3.4	0 0	6 8.1	3 4.2	3 4.2	4 5.6	4 5.6
DISHWASHERS														
1 BRAND	20 26.7	6 40.0	3 20.0	4 26.7	3 20.0	4 26.7	20 46.5	4 6.8	14 23.2	20 27.0	17 23.9	17 23.9	18 25.0	18 25.0
2 BRANDS	15 20.0	7 46.7	1 6.7	1 6.7	5 33.3	1 6.7	8 18.6	15 25.4	14 20.3	15 20.3	15 21.1	15 21.1	15 20.8	15 20.8
3 BRANDS	20 26.7	0 0	5 33.3	3 20.0	6 40.0	6 40.0	7 16.3	20 33.9	19 27.5	20 27.0	20 28.2	20 28.2	20 27.8	20 27.8
4 BRANDS	5 6.7	2 13.3	1 6.7	1 6.7	0 0	1 6.7	3 7.0	5 8.5	5 7.2	5 6.8	5 7.0	5 7.0	5 6.9	5 6.9
5 OR MORE	14 18.7	0 0	5 33.3	6 40.0	0 0	3 20.0	5 11.6	14 23.7	14 20.3	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
NONE	1 1.3	0 0	0 0	0 0	1 6.7	0 0	0 0	1 1.7	1 1.4	0 0	0 0	0 0	0 0	0 0
REFRIGERATORS														
1 BRAND	14 18.7	3 20.0	3 20.0	4 26.7	2 13.3	2 13.3	14 32.6	1 1.7	13 18.8	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
2 BRANDS	19 25.3	7 46.7	3 20.0	2 13.3	6 40.0	1 6.7	13 30.2	19 32.2	17 24.6	19 25.7	19 26.8	19 26.8	19 26.4	19 26.4
3 BRANDS	19 25.3	3 20.0	4 26.7	2 13.3	4 26.7	6 40.0	6 14.0	19 32.2	19 27.5	19 25.7	19 26.8	19 26.8	19 26.4	19 26.4
4 BRANDS	4 5.3	0 0	0 0	2 13.3	1 6.7	1 6.7	2 4.7	4 6.8	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6
5 OR MORE	15 20.0	0 0	5 33.3	5 33.3	0 0	5 33.3	5 11.6	15 25.4	15 21.7	15 20.3	15 21.1	15 21.1	15 20.8	15 20.8
NONE	4 5.3	2 13.3	0 0	0 0	2 13.3	0 0	3 7.0	1 1.7	1 1.4	3 4.1	0 0	0 0	1 1.4	1 1.4

TABLE 2
G.E NUMBER OF BRANDS OF EACH APPLIANCE SOLD
BASE TOTAL SALESPERSONS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	73 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	59 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
STOVE/RANGE														
1 BRAND	17 22.7	5 33.3	3 20.0	4 26.7	3 20.0	2 13.3	17 39.5	4 6.8	15 21.7	17 23.0	17 23.9	17 23.9	17 23.6	17 23.6
2 BRANDS	17 22.7	5 33.3	3 20.0	2 13.3	4 26.7	3 20.0	11 25.6	17 28.8	16 23.2	17 23.0	17 23.9	17 23.9	17 23.6	17 23.6
3 BRANDS	18 24.0	2 13.3	4 26.7	3 20.0	5 33.3	4 26.7	6 14.0	18 30.5	18 26.1	18 24.3	18 25.4	18 25.4	18 25.0	18 25.0
4 BRANDS	6 8.0	1 6.7	0 .0	2 13.3	1 6.7	2 13.3	2 4.7	4 10.2	6 8.7	6 8.1	6 8.5	6 8.5	6 8.3	6 8.3
5 OR MORE	13 17.3	0 0	5 33.3	4 26.7	0 .0	4 26.7	4 9.3	13 22.0	13 18.8	13 17.6	13 18.3	13 18.3	13 18.1	13 18.1
NONE	4 5.3	2 13.3	0 .0	0 .0	2 13.3	0 .0	3 7.0	1 1.7	1 1.4	3 4.1	0 .0	0 .0	1 1.4	1 1.4
CLOTHES DRYER														
1 BRAND	22 29.3	5 33.3	4 26.7	4 26.7	5 33.3	4 26.7	22 51.2	8 13.6	19 27.5	22 29.7	21 29.6	21 29.6	22 30.6	22 30.6
2 BRANDS	16 21.3	6 40.0	2 13.3	3 20.0	2 13.3	3 20.0	10 23.3	16 27.1	15 21.7	16 21.6	16 22.5	16 22.5	16 22.2	16 22.2
3 BRANDS	19 25.3	2 13.3	3 20.0	4 26.7	6 40.0	4 26.7	5 11.6	19 32.2	19 27.5	19 25.7	19 26.8	19 26.8	19 26.4	19 26.4
4 BRANDS	4 5.3	1 6.7	1 6.7	0 .0	0 .0	2 13.3	0 .0	4 6.8	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6
5 OR MORE	11 14.7	0 .0	5 33.3	4 26.7	0 .0	2 13.3	4 9.3	11 18.6	11 15.9	11 14.9	11 15.5	11 15.5	11 15.3	11 15.3
NONE	3 4.0	1 6.7	0 .0	0 .0	2 13.3	0 .0	2 4.7	1 1.7	1 1.4	2 2.7	0 .0	0 .0	0 .0	0 .0
CLOTHES WASHER														
1 BRAND	22 29.3	5 33.3	4 26.7	4 26.7	5 33.3	4 26.7	22 51.2	8 13.6	19 27.5	22 29.7	21 29.6	21 29.6	22 30.6	22 30.6
2 BRANDS	15 20.0	6 40.0	1 6.7	3 20.0	2 13.3	3 20.0	10 23.3	15 25.4	14 20.3	15 20.3	15 21.1	15 21.1	15 20.8	15 20.8
3 BRANDS	19 25.3	2 13.3	3 20.0	4 26.7	6 40.0	4 26.7	5 11.6	19 32.2	19 27.5	19 25.7	19 26.8	19 26.8	19 26.4	19 26.4
4 BRANDS	5 6.7	1 6.7	2 13.3	0 .0	0 .0	2 13.3	0 .0	3 8.5	5 7.2	5 6.8	5 7.0	5 7.0	5 6.9	5 6.9
5 OR MORE	11 14.7	0 .0	5 33.3	4 26.7	0 .0	2 13.3	4 9.3	11 18.6	11 15.9	11 14.9	11 15.5	11 15.5	11 15.3	11 15.3
NONE	3 4.0	1 6.7	0 .0	0 .0	2 13.3	0 .0	2 4.7	1 1.7	1 1.4	2 2.7	0 .0	0 .0	0 .0	0 .0

TABLE 3
Q.1 SALESPERSON'S PERCEPTION OF THE LEVEL OF IMPORTANCE TO CONSUMER OF 8 POINTS WHEN BUYING APPLIANCES
BASE TOTAL SALESPERSONS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	39 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
COLOUR														
VERY IMPORTANT	34 45.3	7 46.7	6 40.0	5 33.3	8 53.3	8 53.3	23 53.5	23 59.0	28 40.6	34 45.9	31 43.7	31 43.7	32 44.4	32 44.4
QUITE IMPORTANT	29 38.7	5 33.3	6 40.0	6 40.0	6 40.0	6 40.0	14 32.6	25 42.4	29 42.0	28 37.8	28 39.4	28 39.4	28 38.9	28 38.9
NOT VERY IMPORTANT	12 16.0	3 20.0	3 20.0	4 26.7	1 6.7	1 6.7	6 14.0	11 18.6	12 17.4	12 16.2	12 16.9	12 16.9	12 16.7	12 16.7
NOT AT ALL IMPORTANT	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
CHOICE OF DELIVERY DATE														
VERY IMPORTANT	32 42.7	3 33.3	11 73.3	9 60.0	3 20.0	4 26.7	19 44.2	23 59.0	28 40.6	32 43.2	29 40.8	29 40.8	30 41.7	30 41.7
QUITE IMPORTANT	35 46.7	8 53.3	2 13.3	5 33.3	10 66.7	10 66.7	17 39.5	28 47.5	33 47.8	34 45.9	34 47.9	34 47.9	34 47.2	34 47.2
NOT VERY IMPORTANT	6 8.0	2 13.3	2 13.3	0 .0	1 6.7	1 6.7	5 11.6	4 10.2	6 8.7	6 8.1	6 8.5	6 8.5	6 8.3	6 8.3
NOT AT ALL IMPORTANT	2 2.7	0 0.0	0 .0	1 6.7	1 6.7	0 .0	2 4.7	2 3.4	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
ENERGY CONSUMPTION														
VERY IMPORTANT	10 13.3	3 33.3	0 .0	2 13.3	2 13.3	1 6.7	10 23.3	7 11.9	10 14.5	10 13.5	10 14.1	10 14.1	10 13.9	10 13.9
QUITE IMPORTANT	27 36.0	6 40.0	6 40.0	6 40.0	2 13.3	7 46.7	11 25.6	23 39.0	23 33.3	27 36.5	26 36.6	26 36.6	27 37.5	27 37.5
NOT VERY IMPORTANT	28 37.3	3 20.0	5 33.3	5 33.3	9 60.0	6 40.0	16 37.2	22 37.3	28 40.6	27 36.5	27 38.0	27 38.0	27 37.5	27 37.5
NOT AT ALL IMPORTANT	10 13.3	1 6.7	4 26.7	2 13.3	2 13.3	1 6.7	6 14.0	7 11.9	8 11.6	10 13.5	8 11.3	8 11.3	8 11.1	8 11.1
GUARANTY														
VERY IMPORTANT	46 61.3	9 60.0	10 66.7	13 86.7	5 33.3	6 40.0	29 67.4	35 89.3	42 60.9	45 60.8	43 60.6	43 60.6	43 59.7	43 59.7
QUITE IMPORTANT	27 36.0	6 40.0	5 33.3	2 13.3	6 40.0	8 53.3	12 27.9	23 59.0	25 36.2	27 36.5	26 36.6	26 36.6	27 37.5	27 37.5
NOT VERY IMPORTANT	2 2.7	0 .0	0 .0	0 .0	1 6.7	1 6.7	2 4.7	1 1.7	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
NOT AT ALL IMPORTANT	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0

TABLE 3
Q.1 SALESPERSON'S PERCEPTION OF THE LEVEL OF IMPORTANCE TO CONSUMER OF 8 POINTS WHEN BUYING APPLIANCES
BASE TOTAL SALESPERSONS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	59 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
PRICE														
VERY IMPORTANT	57 76.0	9 60.0	12 80.0	14 93.3	10 66.7	12 80.0	32 74.4	48 81.4	54 78.3	56 75.7	56 78.9	56 78.9	56 77.8	56 77.8
QUITE IMPORTANT	14 18.7	4 26.7	3 20.0	1 6.7	3 20.0	3 20.0	9 20.9	9 15.3	13 18.8	14 18.9	13 18.3	13 18.3	14 19.4	14 19.4
NOT VERY IMPORTANT	3 4.0	1 6.7	0 0	0 0	2 13.3	0 0	1 2.3	2 3.4	2 2.9	3 4.1	2 2.8	2 2.8	2 2.8	2 2.8
NOT AT ALL IMPORTANT	1 1.3	1 6.7	0 0	0 0	0 0	0 0	1 2.3	0 0	0 0	1 1.4	0 0	0 0	0 0	0 0
SIZE														
VERY IMPORTANT	20 26.7	7 46.7	3 20.0	4 26.7	3 20.0	3 20.0	13 30.2	15 25.4	19 27.5	20 27.0	20 28.2	20 28.2	20 27.8	20 27.8
QUITE IMPORTANT	32 42.7	5 33.3	7 46.7	3 20.0	9 60.0	8 53.3	19 44.2	25 42.4	30 43.5	31 41.9	30 42.3	30 42.3	31 43.1	31 43.1
NOT VERY IMPORTANT	20 26.7	2 13.3	5 33.3	7 46.7	2 13.3	4 26.7	8 18.6	19 32.2	19 27.5	20 27.0	20 28.2	20 28.2	20 27.8	20 27.8
NOT AT ALL IMPORTANT	3 4.0	1 6.7	0 0	1 6.7	1 6.7	0 0	3 7.0	0 0	1 1.4	3 4.1	1 1.4	1 1.4	1 1.4	1 1.4
SPECIAL FEATURES														
VERY IMPORTANT	9 12.0	2 13.3	1 6.7	3 20.0	1 6.7	2 13.3	6 14.0	6 10.2	7 10.1	9 12.2	8 11.3	8 11.3	8 11.1	8 11.1
QUITE IMPORTANT	40 53.3	7 46.7	8 53.3	7 46.7	7 46.7	11 73.3	21 48.8	33 55.9	39 56.5	39 52.7	38 53.5	38 53.5	39 54.2	39 54.2
NOT VERY IMPORTANT	23 30.7	6 40.0	5 33.3	5 33.3	5 33.3	2 13.3	14 32.6	19 32.2	21 30.4	23 31.1	23 32.4	23 32.4	23 31.9	23 31.9
NOT AT ALL IMPORTANT	3 4.0	0 0	1 6.7	0 0	2 13.3	0 0	2 4.7	1 1.7	2 2.9	3 4.1	2 2.8	2 2.8	2 2.8	2 2.8
INFORMATION OBTAINED FROM SALESPERSON														
VERY IMPORTANT	53 70.7	10 66.7	10 66.7	10 66.7	11 73.3	12 80.0	28 65.1	43 72.9	49 71.0	53 71.6	51 71.8	51 71.8	51 70.8	51 70.8
QUITE IMPORTANT	20 26.7	5 33.3	5 33.3	4 26.7	3 20.0	3 20.0	13 30.2	14 23.7	18 26.1	19 25.7	18 25.4	18 25.4	19 26.4	19 26.4
NOT VERY IMPORTANT	2 2.7	0 0	0 0	1 6.7	1 6.7	0 0	2 4.7	2 3.4	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
NOT AT ALL IMPORTANT	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0

TABLE 4
Q.2 APPROXIMATE PERCENT OF CUSTOMERS WITH WHOM ENERGY DISCUSSED
BASE TOTAL SALESPERSONS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	ONE ONLY	TWO OR MORE	FREEZ-ERS	DISH-WASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	39 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
DISCUSSED ENERGY														
NEVER	6 8.0	0 .0	1 6.7	1 6.7	3 20.0	1 6.7	5 11.6	3 5.1	5 7.2	5 6.8	4 5.6	4 5.6	4 5.6	4 5.6
1 OR 2%	6 8.0	2 13.3	0 .0	0 .0	2 13.3	2 13.3	5 11.6	5 8.5	4 5.8	6 8.1	5 7.0	5 7.0	4 6.9	4 6.9
3 TO 5%	4 5.3	2 13.3	0 .0	0 .0	2 13.3	0 .0	2 4.7	3 5.1	3 4.3	4 5.4	3 4.2	3 4.2	4 5.6	4 5.6
6 TO 10%	11 14.7	0 .0	3 20.0	3 20.0	4 26.7	1 6.7	4 9.3	9 15.3	11 15.9	11 14.9	11 15.5	11 15.5	11 15.3	11 15.3
11 TO 20%	9 12.0	0 .0	2 13.3	2 13.3	2 13.3	3 20.0	5 11.6	6 10.2	8 11.6	9 12.2	9 12.7	9 12.7	9 12.5	9 12.5
21 TO 30%	14 18.7	1 6.7	6 40.0	4 26.7	0 .0	3 20.0	9 20.9	11 18.6	14 20.3	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
31 TO 40%	1 1.3	0 .0	0 .0	1 6.7	0 .0	0 .0	0 .0	1 1.7	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4
41 TO 50%	6 8.0	2 13.3	0 .0	2 13.3	1 6.7	1 6.7	4 9.3	6 10.2	6 8.7	6 8.1	6 8.5	6 8.5	6 8.3	6 8.3
51 TO 60%	4 5.3	1 6.7	1 6.7	0 .0	0 .0	2 13.3	3 7.0	3 5.1	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6
61 TO 70%	2 2.7	1 6.7	0 .0	0 .0	0 .0	1 6.7	0 .0	2 3.4	1 1.4	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
71 TO 80%	3 4.0	1 6.7	1 6.7	1 6.7	0 .0	0 .0	1 2.3	3 5.1	3 4.3	3 4.1	3 4.2	3 4.2	3 4.2	3 4.2
81 TO 90%	2 2.7	1 6.7	1 6.7	0 .0	0 .0	0 .0	1 2.3	1 1.7	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
91 TO 100%	7 9.3	4 26.7	0 .0	1 6.7	1 6.7	1 6.7	4 9.3	6 10.2	7 10.1	7 9.5	7 9.9	7 9.9	7 9.7	7 9.7
AVERAGE PERCENT OF** CUSTOMERS DISCUSS ENERGY CONSUMPTION	33.52	52.40	29.93	32.07	17.75	31.86	32.43	34.58	34.78	33.52	34.44	34.44	33.99	33.99
MEDIAN	18	30	18	20	6	18	18	20	19	18	19	19	19	19

**EXCLUDES NEVER

TABLE 3
Q.3 APPLIANCES FOR WHICH ENERGY CONSUMPTION MORE FREQUENTLY DISCUSSED
BASE TOTAL STORES SELL MORE THAN ONE TYPE OF APPLIANCE

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	68 100.0	14 100.0	14 100.0	14 100.0	12 100.0	14 100.0	37 100.0	36 100.0	64 100.0	68 100.0	67 100.0	67 100.0	68 100.0	68 100.0
ENERGY CONSUMPTION DISCUSSED:														
SAME FREQUENCY WHATEVER THE APPLIANCE	42 61.8	9 64.3	12 85.7	4 28.6	6 50.0	11 78.6	22 59.5	32 57.1	38 59.4	42 61.8	41 61.2	41 61.2	42 61.8	42 61.8
MORE OFTEN WITH SOME THAN WITH OTHERS	26 38.2	5 35.7	2 14.3	10 71.4	6 50.0	3 21.4	15 40.5	24 42.9	26 40.6	26 38.2	26 38.8	26 38.8	26 38.2	26 38.2
NOT STATED	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
MOST OFTEN WITH														
FREEZERS	11 16.2	3 21.4	2 14.3	1 7.1	2 16.7	3 21.4	7 18.9	8 14.3	11 17.2	11 16.2	11 16.4	11 16.4	11 16.2	11 16.2
DISHWASHERS	8 11.8	1 7.1	5 35.7	1 7.1	0 .0	1 7.1	3 8.1	5 8.9	7 10.9	8 11.8	7 10.4	7 10.4	8 11.8	8 11.8
REFRIGERATORS	19 27.9	5 35.7	1 7.1	2 14.3	4 33.3	7 50.0	8 21.6	15 26.8	16 25.0	19 27.9	19 28.4	19 28.4	19 27.9	19 27.9
STOVE/RANGE	2 2.9	0 .0	2 14.3	0 .0	0 .0	0 .0	2 5.4	2 3.6	2 3.1	2 2.9	2 3.0	2 3.0	2 2.9	2 2.9
CLOTHES DRYER	1 1.5	0 .0	1 7.1	0 .0	0 .0	0 .0	1 2.7	1 1.8	1 1.6	1 1.5	1 1.5	1 1.5	1 1.5	1 1.5
CLOTHES WASHER	1 1.5	0 .0	1 7.1	0 .0	0 .0	0 .0	1 2.7	1 1.8	1 1.6	1 1.5	1 1.5	1 1.5	1 1.5	1 1.5
LEAST OFTEN WITH														
FREEZERS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
DISHWASHERS	10 14.7	3 21.4	1 7.1	0 .0	5 41.7	1 7.1	3 8.1	8 14.3	9 14.1	10 14.7	10 14.9	10 14.9	10 14.7	10 14.7
REFRIGERATORS	2 2.9	0 0	2 14.3	0 .0	0 .0	0 .0	2 5.4	1 1.8	2 3.1	2 2.9	2 3.0	2 3.0	2 2.9	2 2.9
STOVE/RANGE	9 13.2	0 .0	3 21.4	2 14.3	0 .0	4 28.6	3 8.1	7 12.5	8 12.5	9 13.2	9 13.4	9 13.4	9 13.2	9 13.2
CLOTHES DRYER	5 7.4	1 7.1	1 7.1	1 7.1	0 0	2 14.3	2 5.4	3 5.4	5 7.8	5 7.4	5 7.5	5 7.5	5 7.4	5 7.4
CLOTHES WASHER	15 22.1	5 35.7	4 28.6	1 7.1	1 8.3	4 28.6	12 32.4	12 21.4	13 20.3	15 22.1	14 20.9	14 20.9	15 22.1	15 22.1
NOT STATED	1 1.5	0 .0	1 7.1	0 .0	0 .0	0 .0	0 .0	1 1.8	1 1.6	1 1.5	1 1.5	1 1.5	1 1.5	1 1.5

TABLE 6
Q.4AB INITIATION OF TOPIC OF ENERGY CONSUMPTION DURING SALES
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	32 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
INTITIATED BY CUSTOMER														
NEARLY ALWAYS	2 2.7	1 6.7	1 6.7	0 .0	0 .0	0 .0	2 4.7	1 3.4	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
QUITE OFTEN	23 30.7	7 46.7	5 33.3	3 20.0	2 13.3	6 40.0	12 27.9	8 30.5	23 33.3	23 31.1	23 32.4	23 32.4	23 31.9	23 31.9
RARELY	37 49.3	6 40.0	8 53.3	8 53.3	8 53.3	7 46.7	18 41.9	11 32.5	33 47.8	37 50.0	36 50.7	36 50.7	37 51.4	37 51.4
JUST ABOUT NEVER	13 17.3	1 6.7	1 6.7	4 26.7	5 33.3	2 13.3	11 25.6	6 13.6	11 15.9	12 16.2	10 14.1	10 14.1	10 13.9	10 13.9
CUSTOMER REFERS TO ENERGY CONSUMPTION BECAUSE OF ENERGUIDE LABEL														
NEARLY ALWAYS	17 22.7	3 20.0	6 40.0	2 13.3	3 20.0	3 20.0	11 25.6	6 20.3	16 23.2	17 23.0	17 23.9	17 23.9	17 23.6	17 23.6
QUITE OFTEN	23 30.7	4 26.7	3 20.0	4 26.7	5 33.3	7 46.7	9 20.9	11 37.3	22 31.9	23 31.1	23 32.4	23 32.4	23 31.9	23 31.9
RARELY	16 21.3	5 33.3	5 33.3	3 20.0	1 6.7	2 13.3	9 20.9	7 22.0	15 21.7	16 21.6	15 21.1	15 21.1	16 22.2	16 22.2
JUST ABOUT NEVER	6 8.0	2 13.3	0 .0	2 13.3	1 6.7	1 6.7	3 7.0	2 6.8	3 7.2	4 8.1	4 8.5	4 8.5	4 8.3	4 8.3
CUSTOMER JUST ABOUT NEVER INITIATES TOPIC	13 17.3	1 6.7	1 6.7	4 26.7	5 33.3	2 13.3	11 25.6	6 13.6	11 15.9	12 16.2	10 14.1	10 14.1	10 13.9	10 13.9
INITIATED BY SALESPERSON														
NEARLY ALWAYS	13 17.3	4 26.7	2 13.3	3 20.0	2 13.3	2 13.3	6 14.0	11 18.6	12 17.4	13 17.6	13 18.3	13 18.3	13 18.1	13 18.1
QUITE OFTEN	25 33.3	2 13.3	8 53.3	5 33.3	3 20.0	7 46.7	14 32.6	18 30.5	24 34.8	25 33.8	25 35.2	25 35.2	25 34.7	25 34.7
RARELY	21 28.0	7 46.7	3 20.0	3 20.0	4 26.7	4 26.7	11 25.6	19 32.2	20 29.0	21 28.4	20 28.2	20 28.2	21 29.2	21 29.2
JUST ABOUT NEVER	16 21.3	2 13.3	2 13.3	4 26.7	6 40.0	2 13.3	12 27.9	11 18.6	13 18.8	15 20.3	13 18.3	13 18.3	13 18.1	13 18.1

TABLE 6
Q 4AB INITIATION OF TOPIC OF ENERGY CONSUMPTION DURING SALES
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	100.0 (75)	100.0 (15)	100.0 (15)	100.0 (15)	100.0 (15)	100.0 (15)	100.0 (43)	100.0 (39)	100.0 (69)	100.0 (74)	100.0 (71)	100.0 (71)	100.0 (72)	100.0 (72)
SALESPERSON REFERS TO ENERGY CONSUMPTION BY POINTING OUT ENERGUIDE LABEL														
NEARLY ALWAYS	44.0 (33)	40.0 (6)	60.0 (9)	46.7 (7)	26.7 (4)	46.7 (7)	44.2 (19)	42.3 (23)	44.9 (31)	44.6 (33)	46.5 (33)	46.5 (33)	45.8 (33)	45.8 (33)
QUITE OFTEN	24.0 (18)	26.7 (4)	13.3 (2)	26.7 (4)	26.7 (4)	26.7 (4)	20.9 (9)	27.1 (16)	26.1 (18)	24.3 (18)	25.4 (18)	25.4 (18)	25.0 (18)	25.0 (18)
RARELY	10.7 (8)	20.0 (3)	13.3 (2)	.0 (0)	6.7 (1)	13.3 (2)	7.0 (3)	11.9 (7)	10.1 (7)	10.8 (8)	9.9 (7)	9.9 (7)	11.1 (8)	11.1 (8)
JUST ABOUT NEVER	.0 (0)	.0 (0)	.0 (0)	.0 (0)	.0 (0)	.0 (0)	.0 (0)	.0 (0)	.0 (0)	.0 (0)	.0 (0)	.0 (0)	.0 (0)	.0 (0)
SALESPERSON JUST ABOUT NEVER INITIATES TOPIC	21.3 (16)	13.3 (2)	13.3 (2)	26.7 (4)	40.0 (6)	13.3 (2)	27.9 (12)	18.6 (11)	18.8 (13)	20.3 (15)	18.3 (13)	18.3 (13)	18.1 (13)	18.1 (13)
ENERGUIDE LABEL GENERATES DISCUSSION OF ENERGY CONSUMPTION														
NEARLY ALWAYS	49.3 (37)	40.0 (6)	60.0 (9)	53.3 (8)	33.3 (5)	60.0 (9)	51.2 (22)	47.5 (28)	50.7 (35)	50.0 (37)	52.1 (37)	52.1 (37)	51.4 (37)	51.4 (37)
QUITE OFTEN	29.3 (22)	33.3 (5)	13.3 (2)	33.3 (5)	33.3 (5)	33.3 (5)	25.6 (11)	33.9 (20)	30.4 (21)	29.7 (22)	31.0 (22)	31.0 (22)	30.6 (22)	30.6 (22)
RARELY	9.3 (7)	20.0 (3)	20.0 (3)	.0 (0)	6.7 (1)	.0 (0)	9.3 (4)	10.2 (6)	8.7 (6)	9.5 (7)	8.5 (6)	8.5 (6)	9.7 (7)	9.7 (7)
JUST ABOUT NEVER	12.0 (9)	6.7 (1)	6.7 (1)	13.3 (2)	26.7 (4)	6.7 (1)	14.0 (6)	8.5 (5)	10.1 (7)	10.8 (8)	8.5 (6)	8.5 (6)	8.3 (6)	8.3 (6)

TABLE 7
Q.4C VARIATION IN KWH "CONSUMPTION" AMONG APPLIANCES
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE				
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	32 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
COMPARISON AMONG APPLIANCES REGARDING KWH CONSUMPTION IS MADE														
NEARLY ALWAYS	18 24.0	3 20.0	2 13.3	6 40.0	2 13.3	5 33.3	10 23.3	8 25.4	18 26.1	18 24.3	18 25.4	18 25.4	18 25.0	18 25.0
QUITE OFTEN	23 30.7	9 60.0	3 20.0	2 13.3	5 33.3	4 26.7	15 34.9	8 33.9	20 29.0	23 31.1	23 32.4	23 32.4	23 31.9	23 31.9
RARELY	20 26.7	2 13.3	7 46.7	4 26.7	3 20.0	4 26.7	9 20.9	5 25.4	19 27.5	20 27.0	19 26.8	19 26.8	20 27.8	20 27.8
JUST ABOUT NEVER	14 18.7	1 6.7	3 20.0	3 20.0	5 33.3	2 13.3	9 20.9	3 15.3	12 17.4	13 17.6	11 15.5	11 15.5	11 15.3	11 15.3

TABLE 8
Q 4D/I "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	59 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
TOPIC OF COST OF ELECTRICAL CONSUMPTION IS DISCUSSED														
NEARLY ALWAYS	12 16.0	3 20.0	1 6.7	3 20.0	1 6.7	4 26.7	7 16.3	11 18.6	12 17.4	12 16.2	12 16.9	12 16.9	12 16.7	12 16.7
QUITE OFTEN	15 20.0	5 33.3	3 20.0	1 6.7	2 13.3	4 26.7	7 16.3	12 20.3	15 21.7	15 20.3	15 21.1	15 21.1	15 20.8	15 20.8
RARELY	21 28.0	4 26.7	4 26.7	5 33.3	4 26.7	4 26.7	9 20.9	19 32.2	20 29.0	21 28.4	21 29.6	21 29.6	21 29.2	21 29.2
JUST ABOUT NEVER	27 36.0	3 20.0	7 46.7	6 40.0	8 53.3	3 20.0	20 46.5	17 28.8	22 31.9	26 35.1	23 32.4	23 32.4	24 33.3	24 33.3
COST PER KWH RAISED														
NEARLY ALWAYS	7 9.3	1 6.7	1 6.7	0 0.0	1 6.7	4 26.7	3 7.0	6 10.2	7 10.1	7 9.5	7 9.9	7 9.9	7 9.7	7 9.7
QUITE OFTEN	13 17.3	6 40.0	1 6.7	2 13.3	2 13.3	2 13.3	5 11.6	12 20.3	12 17.4	13 17.6	13 18.3	13 18.3	13 18.1	13 18.1
RARELY	12 16.0	2 13.3	3 20.0	1 6.7	3 20.0	3 20.0	6 14.0	8 13.6	12 17.4	12 16.2	12 16.9	12 16.9	12 16.7	12 16.7
JUST ABOUT NEVER	14 21.3	3 20.0	3 20.0	6 40.0	1 6.7	3 20.0	9 20.9	16 27.1	16 23.2	16 21.6	16 22.5	16 22.5	16 22.2	16 22.2
TOPIC OF COSTS JUST ABOUT NEVER RAISED	27 36.0	3 20.0	7 46.7	6 40.0	8 53.3	3 20.0	20 46.5	17 28.8	22 31.9	26 35.1	23 32.4	23 32.4	24 33.3	24 33.3

TABLE 8
Q 4D/I "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	39 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
PRICE OF ONE KWH QUOTED BY SALESPERSON														
3	1 1.3	0 0	0 .0	0 .0	0 .0	1 6.7	0 .0	1 1.7	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4
4	8 10.7	0 0	2 13.3	1 6.7	2 13.3	3 20.0	2 4.7	8 13.6	8 11.6	8 10.8	8 11.3	8 11.3	8 11.1	8 11.1
5	9 12.0	1 6.7	1 6.7	1 6.7	2 13.3	4 26.7	4 9.3	6 10.2	9 13.0	9 12.2	9 12.7	9 12.7	9 12.5	9 12.5
6	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	1 1.7	0 0	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4
7	2 2.7	2 13.3	0 0	0 .0	0 .0	0 .0	1 2.3	1 1.7	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
8	1 1.3	1 6.7	0 0	0 .0	0 .0	0 .0	1 2.3	1 1.7	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4
10	2 2.7	1 6.7	0 .0	0 .0	1 6.7	0 .0	1 2.3	1 1.7	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
NOT STATED	8 10.7	3 20.0	2 13.3	1 6.7	1 6.7	1 6.7	5 11.6	7 11.9	8 11.6	8 10.8	8 11.3	8 11.3	8 11.1	8 11.1
AVERAGE PRICE GIVEN**	5.33	7.17	4.33	4.50	5.60	4.38	5.89	5.05	5.30	5.33	5.33	5.33	5.33	5.33
COST PER KWH JUST ABOUT NEVER RAISED	16 21.3	3 20.0	3 20.0	6 40.0	1 6.7	3 20.0	9 20.9	16 27.1	16 23.2	16 21.6	16 22.5	16 22.5	16 22.2	16 22.2
TOPIC OF COSTS OF ELECTRICAL CONSUMPTION JUST ABOUT NEVER RAISED	27 36.0	3 20.0	7 46.7	6 40.0	8 53.3	3 20.0	20 46.5	17 28.8	22 31.9	26 35.1	23 32.4	23 32.4	24 33.3	24 33.3

**EXCLUDES NOT STATED

TABLE 8
Q.4D/I "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	ONE ONLY	TWO OR MORE	FREEZ-ERS	DISH-WASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	39 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
COST OF ELECTRICITY PER APPLIANCE FOR A PERIOD OF TIME														
MENTIONED BY SALESPERSON: NEARLY ALWAYS	5 6.7	1 6.7	1 6.7	0 .0	0 .0	3 20.0	2 4.7	3 8.5	5 7.2	5 6.8	5 7.0	5 7.0	5 6.9	5 6.9
QUITE OFTEN	10 13.3	4 26.7	1 6.7	2 13.3	0 .0	3 20.0	6 14.0	7 11.9	9 13.0	10 13.5	10 14.1	10 14.1	10 13.9	10 13.9
RARELY	12 16.0	5 33.3	4 26.7	1 6.7	1 6.7	1 6.7	4 9.3	11 18.6	12 17.4	12 16.2	12 16.9	12 16.9	12 16.7	12 16.7
JUST ABOUT NEVER	21 28.0	2 13.3	2 13.3	6 40.0	6 40.0	5 33.3	11 25.6	19 32.2	21 30.4	21 28.4	21 29.6	21 29.6	21 29.2	21 29.2
COST NEVER RAISED	27 36.0	3 20.0	7 46.7	6 40.0	8 53.3	3 20.0	20 46.5	17 28.8	22 31.9	26 35.1	23 32.4	23 32.4	24 33.3	24 33.3
PERIOD OF TIME GIVEN FOR COST PER APPLIANCE														
BY MONTH: NEARLY ALWAYS	5 6.7	1 6.7	1 6.7	0 .0	0 .0	3 20.0	2 4.7	3 8.5	5 7.2	5 6.8	5 7.0	5 7.0	5 6.9	5 6.9
QUITE OFTEN	9 12.0	4 26.7	0 .0	2 13.3	0 .0	3 20.0	6 14.0	6 10.2	8 11.6	9 12.2	9 12.7	9 12.7	9 12.5	9 12.5
RARELY	10 13.3	3 20.0	4 26.7	1 6.7	1 6.7	1 6.7	3 7.0	9 15.3	10 14.5	10 13.5	10 14.1	10 14.1	10 13.9	10 13.9
JUST ABOUT NEVER	24 32.0	4 26.7	3 20.0	6 40.0	6 40.0	5 33.3	12 27.9	22 37.3	24 34.8	24 32.4	24 33.8	24 33.8	24 33.3	24 33.3
BY 10 YEARS: NEARLY ALWAYS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
QUITE OFTEN	2 2.7	0 .0	1 6.7	0 .0	0 .0	1 6.7	0 .0	2 3.4	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
RARELY	9 12.0	6 40.0	1 6.7	1 6.7	0 .0	1 6.7	5 11.6	8 13.6	8 11.6	9 12.2	9 12.7	9 12.7	9 12.5	9 12.5
JUST ABOUT NEVER	37 49.3	6 40.0	6 40.0	8 53.3	7 46.7	10 66.7	18 41.9	32 54.2	37 53.6	37 50.0	37 52.1	37 52.1	37 51.4	37 51.4
TOPIC OF COSTS OF ELECTRICAL CONSUMPTION JUST ABOUT NEVER RAISED	27 36.0	3 20.0	7 46.7	6 40.0	8 53.3	3 20.0	20 46.5	17 28.8	22 31.9	26 35.1	23 32.4	23 32.4	24 33.3	24 33.3

TABLE 8
Q.4D/I "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	39 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
SALESPERSON COMPARES "MONTHLY" COSTS AMONG APPLIANCE														
NEARLY ALWAYS	4 5.3	1 6.7	0 .0	0 .0	0 .0	3 20.0	1 2.3	4 6.8	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6
QUITE OFTEN	7 9.3	2 13.3	2 13.3	1 6.7	0 .0	2 13.3	3 7.0	6 10.2	7 10.1	7 9.5	7 9.9	7 9.9	7 9.7	7 9.7
RARELY	9 12.0	5 33.3	2 13.3	1 6.7	0 .0	1 6.7	4 9.3	7 11.9	8 11.6	9 12.2	9 12.7	9 12.7	9 12.5	9 12.5
JUST ABOUT NEVER	4 5.3	0 .0	1 6.7	1 6.7	1 6.7	1 6.7	3 7.0	3 5.1	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6
SALESPERSON JUST ABOUT NEVER QUOTES A MONTHLY COST	24 32.0	4 26.7	3 20.0	6 40.0	6 40.0	5 33.3	12 27.9	22 37.3	24 34.8	24 32.4	24 33.8	24 33.8	24 33.3	24 33.3
TOPIC OF COSTS OF ELECTRICAL CONSUMPTION JUST ABOUT NEVER RAISED	27 36.0	3 20.0	7 46.7	6 40.0	8 53.3	3 20.0	20 46.5	17 28.8	22 31.9	26 35.1	23 32.4	23 32.4	24 33.3	24 33.3
SALESPERSON COMPARES "10-YEAR" COSTS AMONG APPLIANCES														
NEARLY ALWAYS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
QUITE OFTEN	1 1.3	0 .0	0 .0	0 .0	0 .0	1 6.7	0 .0	1 1.7	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4
RARELY	8 10.7	5 33.3	1 6.7	1 6.7	0 .0	1 6.7	4 9.3	7 11.9	7 10.1	8 10.8	8 11.3	8 11.3	8 11.1	8 11.1
JUST ABOUT NEVER	2 2.7	1 6.7	1 6.7	0 .0	0 .0	0 .0	1 2.3	2 3.4	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
SALESPERSON JUST ABOUT NEVER QUOTES A 10-YEAR COST	37 49.3	6 40.0	6 40.0	8 53.3	7 46.7	10 66.7	18 41.9	32 54.2	37 53.6	37 50.0	37 52.1	37 52.1	37 51.4	37 51.4
TOPIC OF COSTS OF ELECTRICAL CONSUMPTION JUST ABOUT NEVER RAISED	27 36.0	3 20.0	7 46.7	6 40.0	8 53.3	3 20.0	20 46.5	17 28.8	22 31.9	26 35.1	23 32.4	23 32.4	24 33.3	24 33.3

TABLE 9
Q.3 ENERGUIDE DIRECTORY 1983, AWARENESS AND EXTENT OF USE
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE	APPLIANCES SOLD IN STORE						
		HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZER	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	39 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
AWARENESS														
TOTAL SALESPERSONS AWARE OF ENERGUIDE DIRECTORY	53 70.7	5 33.3	11 73.3	13 86.7	12 80.0	9 60.0	26 60.5	41 69.5	51 73.9	52 70.3	52 73.2	52 73.2	52 72.2	52 72.2
-AWARE UNAIDED	50 66.7	8 53.3	11 73.3	13 86.7	10 66.7	8 53.3	25 58.1	38 64.4	48 69.6	50 67.6	50 70.4	50 70.4	50 69.4	50 69.4
-AWARE AIDED	3 4.0	0 .0	0 .0	0 .0	2 13.3	1 6.7	1 2.3	3 5.1	3 4.3	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
TOTAL SALESPERSONS UNAWARE	22 29.3	7 46.7	4 26.7	2 13.3	3 20.0	6 40.0	17 39.5	18 30.5	18 26.1	22 29.7	19 26.8	19 26.8	20 27.8	20 27.8
AVAILABILITY OF DIRECTORY														
DIRECTORY PRESENTLY AVAILABLE IN STORE	31 41.3	1 6.7	4 26.7	8 53.3	9 60.0	9 60.0	18 41.9	21 35.6	30 43.5	31 41.9	31 43.7	31 43.7	31 43.1	31 43.1
PRESENTLY UNAVAILABLE BUT HAS BEEN PREVIOUSLY	12 16.0	3 20.0	2 13.3	4 26.7	3 20.0	0 .0	6 14.0	10 16.9	12 17.4	11 14.9	11 15.5	11 15.5	11 15.3	11 15.3
HAS NEVER BEEN AVAILABLE	10 13.3	4 26.7	3 33.3	1 6.7	0 .0	0 .0	2 4.7	10 16.9	9 13.0	10 13.5	10 14.1	10 14.1	10 13.9	10 13.9
SALESPERSON DOESN'T KNOW	0 0	0 .0	0 0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
SALESPERSON NOT AWARE	22 29.3	7 46.7	4 26.7	2 13.3	3 20.0	6 40.0	17 39.5	18 30.5	18 26.1	22 29.7	19 26.8	19 26.8	20 27.8	20 27.8
CONSULTATION OF DIRECTORY														
HAS CONSULTED THE DIRECTORY	33 44.0	3 20.0	5 33.3	9 60.0	9 60.0	7 46.7	21 48.8	22 37.3	32 46.4	33 44.6	32 46.5	33 46.5	33 45.8	33 45.8
HAS NOT CONSULTED THE DIRECTORY	10 13.3	1 6.7	1 6.7	3 20.0	3 20.0	2 13.3	3 7.0	9 15.3	10 14.5	9 12.2	9 12.7	9 12.7	9 12.5	9 12.5
IS NOT AWARE OF DIRECTORY	22 29.3	7 46.7	4 26.7	2 13.3	3 20.0	6 40.0	17 39.5	18 30.5	18 26.1	22 29.7	19 26.8	19 26.8	20 27.8	20 27.8
DIRECTORY NEVER BEEN IN STORE/ SALESPERSON DOESN'T KNOW	10 13.3	4 26.7	5 33.3	1 6.7	0 .0	0 .0	2 4.7	10 16.9	9 13.0	10 13.5	10 14.1	10 14.1	10 13.9	10 13.9

TABLE 9
Q 3 ENERGUIDE DIRECTORY 1983, AMARENESS AND EXTENT OF USE
BASE TOTAL RESPONDENTS

	TOTAL	REGION HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	BRANDS IN STORE ONE ONLY	BRANDS IN STORE TWO OR MORE	APPLIANCES SOLD IN STORE FREEZ-ERS	DISH-WASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	39 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
EXTENT OF DIRECTORY USE														
TOTAL SALESPERSONS IN STORES THAT HAVE/HAVE HAD DIRECTORY AND HAVE CONSULTED IT	33 44.0	3 20.0	5 33.3	9 60.0	9 60.0	7 46.7	21 48.8	22 37.3	32 46.4	33 44.6	33 46.5	33 46.5	33 45.8	33 45.8
USES BOOKLET IN DISCUSSIONS WITH CUSTOMER														
NEARLY ALWAYS	2 2.7	0 .0	0 .0	0 .0	0 .0	2 13.3	1 2.3	1 1.7	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
QUITE OFTEN	4 5.3	0 .0	0 .0	2 13.3	2 13.3	0 .0	2 4.7	4 6.8	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6
RARELY	13 17.3	2 13.3	2 13.3	3 20.0	4 26.7	2 13.3	7 16.3	8 13.6	13 18.8	13 17.6	13 18.3	13 18.3	13 18.1	13 18.1
JUST ABOUT NEVER	14 18.7	1 6.7	3 20.0	4 26.7	3 20.0	3 20.0	11 25.6	9 15.3	13 18.8	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
SHOWS PAGE 3 (METHOD OF CALCULATING COSTS)														
NEARLY ALWAYS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
QUITE OFTEN	2 2.7	0 .0	0 .0	1 6.7	0 .0	1 6.7	2 4.7	1 1.7	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
RARELY	5 6.7	0 .0	1 6.7	2 13.3	1 6.7	1 6.7	2 4.7	4 6.8	5 7.2	5 6.8	5 7.0	5 7.0	5 6.9	5 6.9
JUST ABOUT NEVER	12 16.0	2 13.3	1 6.7	2 13.3	5 33.3	2 13.3	6 14.0	8 13.6	12 17.4	12 16.2	12 16.9	12 16.9	12 16.7	12 16.7
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	14 18.7	1 6.7	3 20.0	4 26.7	3 20.0	3 20.0	11 25.6	9 15.3	13 18.8	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
SHOWS PAGE 5 (10-YEAR COST CHART)														
NEARLY ALWAYS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
QUITE OFTEN	1 1.3	0 .0	0 .0	0 .0	0 .0	1 6.7	1 2.3	0 .0	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4
RARELY	4 5.3	0 .0	1 6.7	1 6.7	2 13.3	0 .0	2 4.7	3 5.1	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6
JUST ABOUT NEVER	14 18.7	2 13.3	1 6.7	4 26.7	4 26.7	3 20.0	7 16.3	10 16.9	14 20.3	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	14 18.7	1 6.7	3 20.0	4 26.7	3 20.0	3 20.0	11 25.6	9 15.3	13 18.8	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4

TABLE 9
Q.5 ENERGUIDE DIRECTORY 1983, AWARENESS AND EXTENT OF USE
BASE TOTAL RESPONDENTS

	TOTAL	REGION: HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	BRANDS IN STORE: ONE ONLY	TWO OR MORE	APPLIANCES SOLD IN STORE: FREEZ-ERS	DISH-WASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	59 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
EXTENT OF DIRECTORY USE														
SHOWS LISTS OF MODELS WITH ENERGY CONSUMPTION														
NEARLY ALWAYS	4 5.3	0 .0	0 .0	1 6.7	2 13.3	1 6.7	2 4.7	3 5.1	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6
QUITE OFTEN	2 2.7	0 .0	0 .0	1 6.7	1 6.7	0 .0	1 2.3	2 3.4	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
RARELY	6 8.0	2 13.3	1 6.7	2 13.3	0 .0	1 6.7	4 9.3	2 3.1	4 6.7	4 6.1	4 5.5	4 5.5	4 5.3	4 5.3
JUST ABOUT NEVER	7 9.3	0 .0	1 6.7	1 6.7	3 20.0	2 13.3	3 7.0	4 6.5	7 10.1	7 9.5	7 9.9	7 9.9	7 9.7	7 9.7
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	14 18.7	1 6.7	3 20.0	4 26.7	3 20.0	3 20.0	11 25.6	9 15.3	13 18.8	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY OR WHO NEVER CONSULTED IT	42 56.0	12 80.0	10 66.7	6 40.0	6 40.0	8 53.3	22 51.2	37 62.7	37 53.6	41 55.4	38 53.5	38 53.5	39 54.2	39 54.2
EXTENT OF GIVING OUT DIRECTORY														
TOTAL SALESPERSONS IN STORES THAT HAVE/HAVE HAD DIRECTORY	43 57.3	4 26.7	6 40.0	12 80.0	12 80.0	9 60.0	24 55.8	31 52.5	42 60.9	42 56.8	42 59.2	42 59.2	42 58.3	42 58.3
HAVE GIVEN DIRECTORY TO CUSTOMERS LOOKING BUT NOT BUYING														
NEARLY ALWAYS	2 2.7	0 .0	0 .0	0 .0	2 13.3	0 .0	2 4.7	0 .0	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
QUITE OFTEN	6 8.0	1 6.7	0 .0	2 13.3	1 6.7	2 13.3	4 9.3	2 3.1	5 8.7	6 8.1	6 8.5	6 8.5	6 8.3	6 8.3
RARELY	4 5.3	0 .0	1 6.7	2 13.3	1 6.7	0 .0	2 4.7	2 3.1	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6
JUST ABOUT NEVER	17 22.7	2 13.3	2 13.3	4 26.7	5 33.3	4 26.7	5 11.6	16 27.1	17 24.6	16 21.6	16 22.5	16 22.5	16 22.2	16 22.2
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	14 18.7	1 6.7	3 20.0	4 26.7	3 20.0	3 20.0	11 25.6	9 15.3	13 18.8	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
HAVE GIVEN DIRECTORY TO CUSTOMERS WHO BOUGHT														
NEARLY ALWAYS	1 1.3	0 .0	0 .0	0 .0	0 .0	1 6.7	1 2.3	0 .0	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4
QUITE OFTEN	3 4.0	0 .0	0 .0	1 6.7	1 6.7	1 6.7	2 4.7	2 3.4	3 4.3	3 4.1	3 4.2	3 4.2	3 4.2	3 4.2
RARELY	6 8.0	1 6.7	1 6.7	1 6.7	2 13.3	1 6.7	4 9.3	3 5.1	6 8.7	6 8.1	6 8.5	6 8.5	6 8.3	6 8.3
JUST ABOUT NEVER	15 20.0	2 13.3	2 13.3	6 40.0	6 40.0	3 20.0	6 14.0	17 28.8	19 27.5	18 24.3	18 25.4	18 25.4	18 25.0	18 25.0
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	14 18.7	1 6.7	3 20.0	4 26.7	3 20.0	3 20.0	11 25.6	9 15.3	13 18.8	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	32 42.7	11 73.3	9 60.0	3 20.0	3 20.0	6 40.0	19 44.2	28 47.5	27 39.1	32 43.2	29 40.8	29 40.8	30 41.7	30 41.7

TABLE 10
8.9/10 ENERGUIDE DIRECTORY 1983, LEVEL OF USEFULNESS FOR SALESPERSON
AND FOR CONSUMER
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HAL-IFAX	MONT-REAL	TOR-ONTO	WIN-NIPEG	VANC-OUVER	ONE ONLY	TWO OR MORE	FREEZ-ERS	DISH-WASHR	FRIDG	STOVE	DRYER	WASHR
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	39 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
SALESPERSON FEELS DIRECTORY PERSONALLY														
VERY USEFUL	4 5.3	0 .0	0 .0	1 6.7	3 20.0	0 .0	2 4.7	3 5.1	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6
QUITE USEFUL	15 20.0	2 13.3	2 13.3	2 13.3	4 26.7	5 33.3	9 20.9	12 30.8	15 21.7	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
NOT VERY USEFUL	15 20.0	1 6.7	2 13.3	6 40.0	4 26.7	2 13.3	8 18.6	10 16.9	14 20.3	14 20.3	15 21.1	15 21.1	15 20.8	15 20.8
NOT AT ALL USEFUL	8 10.7	0 .0	2 13.3	3 20.0	1 6.7	2 13.3	5 11.6	5 8.5	8 11.6	8 10.8	8 11.3	8 11.3	8 11.1	8 11.1
DON'T KNOW	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	1 1.7	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4
DOES NOT HAVE DIRECTORY IN STORE	32 42.7	11 73.3	9 60.0	3 20.0	3 20.0	6 40.0	19 44.2	28 47.5	27 39.1	32 43.2	29 40.8	29 40.8	30 41.7	30 41.7
BASE: TOTAL FIND IT VERY/QUITE USEFUL	19 100.0	2 100.0	2 100.0	3 100.0	7 100.0	5 100.0	11 100.0	15 100.0	19 100.0	18 100.0	18 100.0	18 100.0	18 100.0	18 100.0
WAYS FOUND USEFUL														
TO HAVE/TO COMPARE THE COST PER APPLIANCE	4 21.1	0 .0	1 50.0	0 .0	1 14.3	2 40.0	2 18.2	3 20.0	4 21.1	4 22.2	4 22.2	4 22.2	4 22.2	4 22.2
TO COMPARE THE COST PER KWH FOR DIFFERENT MODELS	3 15.8	0 .0	0 .0	1 33.3	2 28.6	0 .0	2 18.2	2 13.3	3 15.8	3 16.7	3 16.7	3 16.7	3 16.7	3 16.7
TO COMPARE ONE BRAND WITH ANOTHER/VARIOUS MODELS	6 31.6	2 100.0	0 .0	2 66.7	2 28.6	0 .0	4 36.4	5 33.3	6 31.6	5 27.8	5 27.8	5 27.8	5 27.8	5 27.8
FOR REFERENCE WHEN INFORMATION IS NEEDED	3 15.8	0 .0	0 .0	0 .0	1 14.3	2 40.0	1 9.1	2 13.3	3 15.8	3 16.7	3 16.7	3 16.7	3 16.7	3 16.7
MISCELLANEOUS	3 15.8	0 .0	1 50.0	0 .0	1 14.3	1 20.0	2 18.2	3 20.0	3 15.8	3 16.7	3 16.7	3 16.7	3 16.7	3 16.7
DON'T KNOW/NOT STATED	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0

TABLE 10
8.9/10 ENERGUIDE DIRECTORY 1983. LEVEL OF USEFULNESS FOR SALESPERSON AND FOR CONSUMER
BASE TOTAL RESPONDENTS

	TOTAL	REGION: HALIFAX	MONTREAL	TORONTO	WINNIPEG	VANCOUVER	BRANDS IN STORE: ONE ONLY	TWO OR MORE	APPLIANCES SOLD IN STORE: FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE: TOTAL FIND IT NOT VERY NOT AT ALL USEFUL	23 100.0	1 100.0	4 100.0	9 100.0	5 100.0	4 100.0	13 100.0	15 100.0	22 100.0	23 100.0	23 100.0	23 100.0	23 100.0	23 100.0
REASONS NOT USEFUL														
CUSTOMERS ARE NOT INTERESTED IN THE COST OF ENERGY	1 4.3	0 .0	1 25.0	0 .0	0 .0	0 .0	1 7.7	0 .0	1 4.5	1 4.3	1 4.3	1 4.3	1 4.3	1 4.3
CUSTOMERS AREN'T CONCERNED ABOUT ENERGY/IT'S NOT IMPORTANT TO THEM	5 21.7	0 .0	1 25.0	3 33.3	1 20.0	0 .0	2 15.4	3 20.0	5 22.7	5 21.7	5 21.7	5 21.7	5 21.7	5 21.7
ENERGUIDE LABEL GIVES ENOUGH INFORMATION BY ITSELF	4 17.4	0 .0	1 25.0	2 22.2	0 .0	1 25.0	2 15.4	3 20.0	4 18.2	4 17.4	4 17.4	4 17.4	4 17.4	4 17.4
BY THE TIME THE BOOKLET COMES IN, IT NO LONGER APPLIES FOR THE MODELS IN STORE	2 8.7	1 100.0	0 .0	0 0	1 20.0	0 .0	2 15.4	1 6.7	2 9.1	2 8.7	2 8.7	2 8.7	2 8.7	2 8.7
ENERGY SAVINGS ARE NOT THAT IMPORTANT/THE CONSUMPTION IS PRACTICALLY THE SAME FOR MOST MODELS	5 21.7	0 .0	0 .0	2 22.2	2 40.0	1 25.0	2 15.4	3 20.0	4 18.2	5 21.7	5 21.7	5 21.7	5 21.7	5 21.7
IT'S TOO TECHNICAL/TOO MANY STATISTICS	3 13.0	0 .0	1 25.0	1 11.1	1 20.0	0 .0	2 15.4	1 6.7	3 13.6	3 13.0	3 13.0	3 13.0	3 13.0	3 13.0
THE COST PER KWH IS MINIMAL/OUR ELECTRICITY IS CHEAP	2 8.7	0 .0	0 .0	0 0	2 40.0	0 .0	0 0	2 13.3	2 9.1	2 8.7	2 8.7	2 8.7	2 8.7	2 8.7
MISCELLANEOUS SINGLE MENTIONS	3 13.0	0 .0	0 .0	2 22.2	0 .0	1 25.0	2 15.4	3 20.0	3 13.6	3 13.0	3 13.0	3 13.0	3 13.0	3 13.0
DON'T KNOW/NOT STATED	1 4.3	0 .0	0 .0	0 0	0 .0	1 25.0	1 7.7	1 6.7	1 4.5	1 4.3	1 4.3	1 4.3	1 4.3	1 4.3
BASE: TOTAL RESPONDENTS	75 100.0	13 100.0	13 100.0	13 100.0	15 100.0	13 100.0	43 100.0	39 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
SALESPERSON FEELS DIRECTORY FOR CUSTOMER IS														
VERY USEFUL	5 6.7	0 .0	0 .0	0 .0	4 26.7	1 6.7	2 4.7	3 5.1	5 7.2	5 6.8	5 7.0	5 7.0	5 6.9	5 6.9
QUITE USEFUL	11 14.7	1 6.7	1 6.7	3 20.0	4 26.7	2 13.3	6 14.0	11 18.6	11 15.9	10 13.5	10 14.1	10 14.1	10 13.9	10 13.9
NOT VERY USEFUL	13 17.3	3 20.0	3 20.0	3 20.0	2 13.3	2 13.3	8 18.6	8 13.6	13 18.8	13 17.6	13 18.3	13 18.3	13 18.1	13 18.1
NOT AT ALL USEFUL	14 18.7	0 .0	2 13.3	6 40.0	2 13.3	4 26.7	8 18.6	9 13.3	13 18.8	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
DOES NOT HAVE DIRECTORY IN STORE	32 42.7	11 73.3	9 60.0	3 20.0	3 20.0	6 40.0	19 44.2	28 47.5	27 39.1	32 43.2	29 40.8	29 40.8	30 41.7	30 41.7

TABLE 10
3 9/10 ENERGUIDE DIRECTORY 1983. LEVEL OF USEFULNESS FOR SALESPERSON AND FOR CONSUMER
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE				
		HALIFAX	MONT-REAL	TORONTO	WINNIPEG	VANCOUVER	ONE ONLY	TWO OR MORE	FREEZERS	DISHWASHR	FRIDG	STOVE	DRYER	WASHR
BASE: TOTAL FIND IT VERY/QUITE USEFUL FOR CUSTOMERS	16 100.0	1 100.0	1 100.0	3 100.0	8 100.0	3 100.0	8 100.0	14 100.0	16 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0
REASONS FIND IT USEFUL														
FOR COMPARISON OF BRANDS/OF DIFFERENT APPLIANCES	8 50.0	0 .0	0 .0	1 33.3	6 75.0	1 33.3	2 25.0	6 42.9	8 50.0	7 46.7	7 46.7	7 46.7	7 46.7	7 46.7
FOR ANSWERS TO COSTS OF OPERATION/TO SEE WHICH APPLIANCES IS MORE ECONOMICAL TO OPERATE	4 25.0	0 .0	1 100.0	1 33.3	2 25.0	0 .0	3 37.5	4 28.6	4 25.0	4 26.7	4 26.7	4 26.7	4 26.7	4 26.7
IT'S A GUIDE FOR CUSTOMERS/SOME CUSTOMERS ASK FOR IT	5 31.3	1 100.0	0 .0	1 33.3	2 25.0	1 33.3	3 37.5	5 35.7	5 31.3	5 33.3	5 33.3	5 33.3	5 33.3	5 33.3
MISCELLANEOUS SINGLE MENTIONS	3 18.8	1 100.0	0 .0	0 .0	1 12.5	1 33.3	1 12.5	3 21.4	3 18.8	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0
DON'T KNOW/NOT STATED	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
BASE: TOTAL FIND IT NOT VERY/ NOT AT ALL USEFUL FOR CUSTOMER	27 100.0	3 100.0	3 100.0	9 100.0	4 100.0	6 100.0	16 100.0	17 100.0	26 100.0	27 100.0	27 100.0	27 100.0	27 100.0	27 100.0
REASONS NOT USEFUL														
THE BOOKLET IS NOT READILY ACCESSIBLE/IT'S TOO TECHNICAL/TOO COMPLICATED	8 29.6	1 33.3	2 40.0	4 44.4	1 25.0	0 .0	6 37.5	5 29.4	8 30.8	8 29.6	8 29.6	8 29.6	8 29.6	8 29.6
ENERGY CONSUMPTION VARIES SO MUCH IN DIFFERENT HOUSEHOLDS	2 7.4	0 .0	0 .0	0 .0	1 25.0	1 16.7	1 6.3	2 11.8	2 7.7	2 7.4	2 7.4	2 7.4	2 7.4	2 7.4
PEOPLE DON'T WORRY ABOUT ENERGY CONSUMPTION/THEY DON'T SEEM INTERESTED IN IT	3 11.1	1 33.3	1 20.0	1 11.1	0 .0	0 .0	1 6.3	2 11.8	3 11.5	3 11.1	3 11.1	3 11.1	3 11.1	3 11.1
THEY DON'T WORRY ABOUT ENERGY COSTS. THEY WILL BUY A BRAND FOR IT'S PERFORMANCE	3 11.1	0 .0	1 20.0	0 .0	2 50.0	0 .0	2 12.5	2 11.8	3 11.5	3 11.1	3 11.1	3 11.1	3 11.1	3 11.1
NEVER GIVE THE BOOKLET TO CUSTOMERS/NEVER SHOW IT	4 14.8	0 .0	0 .0	1 11.1	1 25.0	2 33.3	2 12.5	3 17.6	3 11.5	4 14.8	4 14.8	4 14.8	4 14.8	4 14.8
NOBODY USES THE BOOKLET/THEY DON'T SEEM INTERESTED WHEN WE GIVE IT TO THEM/THEY NEVER ASK FOR IT	7 25.9	0 .0	2 40.0	3 33.3	0 .0	2 33.3	5 31.3	4 23.5	7 26.9	7 25.9	7 25.9	7 25.9	7 25.9	7 25.9
ENERGY SAVINGS ARE NOT IMPORTANT/THERE IS A VERY LITTLE DIFFERENCE BETWEEN MODELS	2 7.4	0 .0	0 .0	0 .0	2 50.0	0 .0	0 .0	2 11.8	2 7.7	2 7.4	2 7.4	2 7.4	2 7.4	2 7.4
MISCELLANEOUS SINGLE MENTIONS	3 11.1	1 33.3	0 .0	2 22.2	0 .0	0 .0	3 18.8	1 5.9	3 11.5	3 11.1	3 11.1	3 11.1	3 11.1	3 11.1
DON'T KNOW/NOT STATED	1 3.7	0 .0	0 .0	0 .0	0 .0	1 16.7	1 6.3	1 5.9	1 3.8	1 3.7	1 3.7	1 3.7	1 3.7	1 3.7

CANADIAN FACTS

INTERVIEW WITH THE SALESPERSON STUDY MJ57-6

STORE: _____ 5-3 (6)

ADDRESS: _____ CITY: Halifax ..... 7-1 Winnipeg ... 4
Montreal ..... 2 Vancouver .. 5
Toronto 3

DATE: _____

Hello I'm _____ from Canadian Facts, a market research firm. We are conducting a study for the Federal government in stores across Canada in order to gather information on consumers who want to purchase large household appliances like fridges, freezers and dishwashers.

We are interviewing salespeople because they are the ones who come in contact with consumers.

A. Do you, yourself, sell major household electrical appliances such as refrigerators, freezers, dishwashers, etc.?

YES ..... []

NO ..... [] **ASK TO SPEAK TO SALESPERSON**

B. How long have you been selling this type of appliance?

_____ (SPECIFY) **IF LESS THAN 6 MONTHS, ASK TO SPEAK TO A SALESPERSON WITH AT LEAST 6 MONTHS EXPERIENCE**

C. Could you give me a few minutes of your time?

YES ..... []
NO ..... []

IF NECESSARY GET AUTHORIZATION FROM THE STORE MANAGER OR OWNER AND PRESENT THE LETTER FROM "CONSUMER AND CORPORATE AFFAIRS CANADA".

D. First of all could you tell me which of the following electrical appliances are sold by your store? **(READ LIST)**

E. **(FOR EACH TYPE SOLD, ASK:)** How many different brands of **(APPLIANCE)** do you stock here?

	Q.D TYPES OF APPLIANCE SOLD YES	NO	Q.E NUMBER OF BRANDS
Freezers	8-1	9-1	_____ 10-
Dishwashers	2	2	_____ 11-
Refrigerators	3	3	_____ 12-
Stove/Range	4	4	_____ 13-
Clothes dryer	5	5	_____ 14-
Clothes washer	6	6	_____ 15-

1. **(HAND BLUE CARD)**

Based on your experience as a salesperson, please tell me how much importance customers give to each of the following characteristics when shopping for household appliances like fridges, freezers or dishwashers. For example, is... **(READ CHARACTERISTIC MARKED 'X')** considered very important, quite important, not very important or not at all important?

(REPEAT FOR EACH CHARACTERISTIC)

	VERY IMPORTANT	QUITE IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT
( ) COLOUR	16-1	2	3	4
( ) CHOICE OF DELIVERY DATE	17-1	2	3	4
( ) ENERGY CONSUMPTION	18-1	2	3	4
( ) GUARANTY	19-1	2	3	4
( ) PRICE	20-1	2	3	4
( ) SIZE	21-1	2	3	4
( ) SPECIAL FEATURES	22-1	2	3	4
( ) INFORMATION OBTAINED FROM SALESPERSON.	23-1	2	3	4

SAY: The following questions are about the energy consumption of major household electric appliances. We are interested in knowing the extent to which the energy consumption of these appliances is important in the discussions you have with customers.

2. During the course of your exchanges with customers who come here to shop for this type of appliance, does it ever happen that things such as kilowatt-hours, energy costs or even the ENERGUIDE labels on these appliances, are discussed whether you raise the point yourself or whether the customer does? For example, based on your experience as a salesperson, with about what percentage of customers does it happen? **(EVEN AN APPROXIMATE % WOULD BE GOOD ENOUGH)**

NEVER ... 24-1 **GO TO QU.5**

1 or 2% 2	21 to 30% ... 6	61 to 70% ... 0
3 to 5% 3	31 to 40% ... 7	71 to 80% .25-1
6 to 10% ... 4	41 to 50% ... 8	81 to 90% ... 2
11 to 20% .. 5	51 to 60% ... 9	91 to 100% .. 3

- IF THE STORE SELLS ONLY ONE OF THE 6 TYPES OF APPLIANCE - GO TO Q.4
- IF MORE THAN ONE TYPE OF APPLIANCE SOLD IN THE STORE (SEE Q.D), ASK: (26)

3. Based on your experience, is the question of energy consumption brought up more often for one of these types of appliance or is it brought up with about the same frequency whatever the type of appliance?

More often with some appliance(s) 27-1

Same, whatever the appliance 2

-a) With what type of appliance is the question of energy consumption brought up most often?

-b) And with which one is it brought up least often?

	-a) MOST OFTEN	-b) LEAST OFTEN	NOT SOLD
Freezers	28-1	29-1	[]
Dishwashers	2	2	[]
Refrigerators	3	3	[]
Stove/range	4	4	[]
Clothes dryer	5	5	[]
Clothes washer	6	6	[]

(HAND YELLOW CARD)

4. In order to better understand what happens when a customer comes to see you to talk about major household appliances, please tell me with the help of this card how often the following situations arise.

REPEAT THE QUESTIONS IF NECESSARY	NEARLY ALWAYS	QUITE OFTEN		RARELY	JUST ABOUT NEVER	
-a) Do customers ever bring up on their own the topic of energy consumption? ...30-	1	 2	 3	....	4	GO TO -b)
- In those instances when the customer brings up the topic on his/her own, in how many cases is it due to the ENERGUIDE label? 31-	1	 2	 3	....	4	
-b) When the customer does not bring up the topic of energy consumption on his/her own, do you ever bring it up yourself?..32-	1	 2	 3	....	4	GO TO -c)
- When you bring the topic up yourself, do you do so by pointing out the ENERGUIDE label? 33-	1	 2	 3	....	4	
-c) In your discussions with customers, are comparisons made from one appliance to another in terms of the number of KWH indicated on each? 34-	1	 2	 3	....	4	
-d) In your discussions with customers, is the topic of costs, in either dollars or cents, raised in connection with the energy consumption of these appliances?.35-	1	 2	 3	....	4	GO TO Q.5
-e) In your discussions with customers, is the topic of the cost of one kilo-watt-hour raised? 36-	1	 2	 3	....	4	GO TO -f)
- What amount do you quote for the cost of a KWH? **WRITE IN:** _____¢						37- 38- 39-
-f) Do you ever quote a monthly amount for the cost of the energy consumed by a particular model? 41-	1	 2	 3	....	4	GO TO -h)
-g) Do you ever compare the monthly costs of electricity of one model versus another?42-	1	 2	 3	....	4	
-h) When talking to customers, do you ever quote the cost of energy consumed by a particular model calculated over a a period of 10 years? 43-	1	 2	 3	....	4	GO TO Q.5
-i) Do you ever compare one model versus another in terms of the costs of energy calculated over 10 years? 44-	1	 2	 3	....	4	

5-a) Are you familiar with the booklet "ENERGUIDE DIRECTORY 1983" published by Consumer and Corporate Affairs Canada?

YES 45-1

NO ..... 2 -b) **SHOW BOOKLET:** Do you remember ever seeing this booklet?

YES 46-1

NO ..... 2 **END INTERVIEW**

SHOW BOOKLET

6. Do you have this booklet in the store?

YES 47-1

NO ..... 2 Have you ever had it in the store?

YES 48-1

NO ..... 2 **END INTERVIEW**

DON'T KNOW .. 3

7. Have you ever personally consulted this booklet?

YES 49-1

NO ..... 2 **GO TO Q.8-e)**

8. **HAND YELLOW CARD**

		NEARLY ALWAYS	**QUITE OFTEN**	**RARELY**	**JUST ABOUT NEVER**
-a)	Do you ever use this booklet in your discussions with customers? 50-1	....	2	3 ...	4 **GO TO Q.9**
-b)	Do you ever show customers Page 3 of the booklet where the method of calculating the cost of electricity is described? 51-1	....	2	3 ...	4
-c)	Do you ever show customers Page 5 of the booklet which has a comparison chart for the cost of electricity over a 10 year period? 52-1	....	2	3	4
-d)	Do you ever show customers the part of the booklet that lists all the models and their respective energy consumption? 53-1	....	2	3 ...	4
-e)	Do you ever give this booklet to people who are only looking for information and not buying? 54-1	....	2	3 ...	4
-f)	Do you ever give this booklet to customers who have bought an appliance? .55-1	....	2	3 ...	4

9-a) As a salesperson would you say that for you personally this booklet is... **(READ LIST)**

Very useful 56
Quite useful .....
Not very useful .....
Or, Not at all useful? ..

-1 -b) In what way is it useful?
2 _____ 57-
_____ 58-
_____ 59-

3 -c) Why isn't it more useful?
4 _____ 60-
_____ 61-
_____ 62-

10-a) What about for customers who come and see you, would you say this booklet is... **(READ LIST)**

Very useful 63
Quite useful .....
Not very useful .....
Or, Not at all useful? ..

-1 -b) In what way is it useful?
2 _____ 64-
_____ 65-
_____ 66-
_____ 67-

3 -c) Why isn't it more useful?
4 _____ 68-
_____ 69-
_____ 70-
_____ 71-

(72/80)

ÉTUDE MJ57-6

ENTREVUE AVEC LE VENDEUR [5-3] (6)

MAGASIN: _____

ADRESSE: _____ Montréal 7-2

DATE: _____

Bonjour/soir, je suis _____ de Réalités Canadiennes, une maison de recherche. Présentement nous faisons une étude pour le compte du gouvernement, dans des magasins à travers le Canada afin de recueillir des renseignements sur les comportements des consommateurs qui veulent acheter de gros appareils ménagers tels que réfrigérateurs, congélateurs, lave-vaisselle etc.

Nous interviewons donc des vendeurs puisque ce sont eux qui sont en contact avec les consommateurs.

A. Êtes-vous vous-même un vendeur d'appareils électro-ménagers tels que des réfrigérateurs, congélateurs, lave-vaisselle, etc.?

OUI ..... []

NON (AUCUN) ..... [] DEMANDER À PARLER À UN VENDEUR

B. Depuis combien de temps vendez-vous ces appareils?

_____ (PRÉCISER) SI MOINS DE 6 MOIS, DEMANDER À PARLER À UN VENDEUR QUI AURAIT AU MOINS 6 MOIS D'EXPÉRIENCE

C. Pouvez-vous m'accorder quelques minutes de votre temps?

OUI ..... []
NON ..... []

SI NÉCESSAIRE OBTENIR L'AUTORISATION DU GÉRANT OU PROPRIÉTAIRE ET PRÉSENTER LA LETTRE D'INTRODUCTION DE "CONSOMMATION ET CORPORATIONS CANADA".

D. D'abord, voulez-vous me dire lesquels des appareils électriques suivants sont vendus dans votre magasin? (LISEZ LA LISTE)

E. POUR CHAQUE TYPE D'APPAREIL VENDU, DEMANDER: Combien de marques différentes de (APPAREIL) avez-vous en stock ici?

TYPES D'APPAREILS VENDUS	Q.D OUI	Q.D NON	Q.E NOMBRE DE MARQUES
Congélateurs	8-1	9-1	_____ 10-
Lave-vaisselle	2	2	_____ 11-
Réfrigérateurs	3	3	_____ 12-
Cuisinières électriques	4	4	_____ 13-
Sécheuses	5	5	_____ 14-
Machines à laver	6	6	_____ 15-

1. **(PRÉSENTER LA CARTE BLEUE)**

D'après votre expérience de vendeur, dites-moi quelle importance les clients accordent à chacun des critères suivants lorsqu'ils magasinent pour des appareils électriques comme des réfrigérateurs, des congélateurs ou des lave-vaisselle. Par exemple, est-ce que... **(LIRE LE CRITÈRE MARQUÉ D'UN 'X')** est un critère qu'ils jugent très important, assez important, pas très important ou pas du tout important? **(RÉPÉTER POUR CHAQUE CRITÈRE)**

	TRÈS IMPORTANT	ASSEZ IMPORTANT	PAS TRÈS IMPORTANT	PAS DU TOUT IMPORTANT
( ) LA COULEUR	16-1	2	3	4
( ) LE CHOIX DE LA DATE DE LIVRAISON	17-1	2	3	4
( ) LA CONSOMMATION D'ÉLECTRICITÉ	18-1	2	3	4
( ) LA GARANTIE	19-1	2	3	4
( ) LE PRIX	20-1	2	3	4
( ) LES DIMENSIONS (GRANDEUR)	21-1	2	3	4
( ) LES CARACTÉRISTIQUES SPÉCIALES	22-1	2	3	4
( ) LES INFORMATIONS OBTENUES DU VENDEUR	23-1	2	3	4

DITES: Les questions qui suivent se rapportent à la consommation d'électricité d'appareils électro-ménagers. En fait, nous voulons voir quelle est l'importance de la consommation d'électricité de ces appareils dans les conversations que vous avez avec les clients.

2. Au cours des échanges que vous avez avec les clients qui viennent ici pour ces types d'appareils, est-ce qu'il arrive qu'il est question de choses telles que les kilowattheures, les coûts de l'électricité ou même simplement de l'étiquette d'ÉNERGUIDE sur les appareils que ce soit vous ou le client qui soulevez la question? Par exemple, basé sur votre expérience de vendeur, avec environ quel % de clients est-ce que ça arrive? **(NOMME UN NOMBRE APPROXIMATIF SUFFIT).**

Jamais ..24-1 **PASSEZ À 5**		
1 ou 2% ... 2	21 à 30% 6	61 à 70% 0
3 à 5% 3	31 à 40% 7	71 à 80% ..25-1
6 à 10% ... 4	41 à 50% 8	81 à 90% 2
11 à 20% .. 5	51 à 60% 9	91 à 100% ... 3

- **SI LE MAGASIN VEND UN SEUL DES 6 TYPES D'APPAREIL - PASSEZ À LA QU.5**
- **SI ON VEND PLUS D'UN TYPE D'APPAREIL DANS CE MAGASIN (VOIR QU.D), DEMANDEZ:** (26)

3. Selon votre expérience, est-ce que la question de consommation d'électricité est soulevée plus souvent dans le cas d'un de ces types d'appareil ou est-ce à peu près avec la même fréquence, quel que soit le type d'appareil?

La question est soulevée plus souvent avec certain(s) appareil(s)..27

La même fréquence quel que soit l'appareil 2

-1 -a) Avec quel type d'appareil est-ce que la question de consommation d'électricité est-elle le plus souvent soulevée?

-b) Et avec lequel la question est-elle le moins souvent soulevée?

	-a) LE PLUS SOUVENT	-b) LE MOINS SOUVENT	NON VENDU
Congélateur	28-1	29-1	[]
Lave-vaisselle	2	2	[]
Réfrigérateur	3	3	[]
Cuisinière électrique ..	4	4	[]
Sécheuse	5	5	[]
Machine à laver	6	6	[]

(PRÉSENTER LA CARTE JAUNE)

4. Dans le but de mieux comprendre ce qui se passe quand un client vient vous voir et discute d'appareils électro-ménagers, dites-moi à l'aide de cette carte combien souvent se produisent les situations suivantes.

RÉPÉTEZ VOS QUESTIONS SI NÉCESSAIRE	PRESQUE TOUJOURS	ASSEZ SOUVENT	RARE-MENT	À PEU PRÈS JAMAIS	
-a) Est-ce qu'il arrive que le client soulève de lui-même la question de consommation d'électricité? 30-	1	2	3	4	**PASSEZ À -b)**
- Dans les cas où le client soulève de lui-même la question, dans combien de cas est-ce dû à la présence de l'étiquette ENERGUIDE? 31-	1	2	3	4	
-b) Quand le client ne soulève pas de lui-même la question de consommation d'énergie, vous arrive-t-il de la soulever vous-même? ..32-	1	2	3	4	**PASSEZ À -c)**
- Quand vous soulevez vous-même la question, le faites-vous en attirant son attention sur l'étiquette ENERGUIDE? .33-	1	2	3	4	
-c) Dans vos échanges avec les clients est-ce qu'il arrive que le nombre de KWH indiqué sur les appareils est comparé d'un appareil à l'autre? 34-	1	2	3	4	
-d) Dans vos échanges avec les clients, est-ce qu'il arrive qu'on parle des coûts en termes de $ ou de ¢, reliés à la consommation d'électricité de ces appareils? .35-	1	2	3	4	**PASSEZ À Q.5**
-e) Dans vos échanges avec les clients, est-ce qu'il arrive qu'on parle de ce que peut coûter un kilowattheure? 36-	1	2	3	4	**PASSEZ À -f)**
- Quel montant citez-vous comme étant le coût de un KWH? **INSCRIVEZ** _____¢	37- 38- 39-				
-f) Est-ce qu'il vous arrive de citer au client le montant par mois que peut coûter l'électricité consommée par un modèle? .41-	1	2	3	4	**PASSEZ À -h)**
-g) Est-ce qu'il vous arrive de comparer les coûts mensuels d'électricité, d'un modèle versus un autre? 42-	1	2	3	4	
-h) Est-ce qu'il vous arrive de citer au client le montant calculé sur 10 ans, que peut coûter l'électricité consommée par un modèle? 43-	1	2	3	4	**PASSEZ À Q.5**
-i) Est-ce qu'il vous arrive de comparer les coûts de l'énergie calculés sur 10 ans, d'un modèle versus un autre? 44-	1	2	3	4	

5-a) Connaissez-vous le livret "RÉPERTOIRE ÉNERGUIDE 1983", publié par Consommation et Corporations Canada?

OUI 45-1

NON ..... 2 -b) **PRÉSENTER LE LIVRET:** Vous souvenez-vous avoir déjà vu ce livret?

OUI 46-1

NON ..... 2 **TERMINÉ**

PRÉSENTER LE LIVRET

6. Avez-vous en magasin ce livret?

OUI 47-1

NON ..... 2 En avez-vous déjà eu ici au magasin?

OUI 48-1

NON ..... 2 **TERMINEZ**

NE SAIT PAS 3

7. Avez-vous déjà personnellement consulté ce livret?

OUI 49-1

NON ..... 2 **PASSEZ À LA Q.8-e)**

8. **PRÉSENTER LA CARTE JAUNE**

		PRESQUE TOUJOURS	ASSEZ SOUVENT	RARE-MENT	À PEU PRÈS JAMAIS
-a)	Vous arrive-t-il d'utiliser ce livret lors de vos échanges avec les clients?50-1	1	2	3	4 PASSEZ À LA Q.9
-b)	Vous arrive-t-il de montrer à des clients la page 4 de ce livret où on indique la méthode de calcul du coût de l'électricité? 51-1	1	2	3	4
-c)	Vous arrive-t-il de montrer à des clients la page 6 du livret où on présente un tableau comparatif du coût de l'électricité sur une période de 10 ans? 52-1	1	2	3	4
-d)	Vous arrive-t-il de montrer à des clients la partie du livret où on énumère tous les modèles avec leur consommation respective d'électricité? 53-1	1	2	3	4
-e)	Vous arrive-t-il de remettre ce livret à des gens qui viennent <u>simplement s'informer</u>, sans acheter? 54-1	1	2	3	4
-f)	Vous arrive-t-il de remettre ce livret à des <u>acheteurs</u>? 55-1	1	2	3	4

9-a) Diriez-vous que pour vous personnellement en tant que vendeur ce livret vous est... **(LISEZ)**

Très utile 56
Assez utile .....
Pas très utile .....
Ou, Pas du tout utile? ..

-1 -b) Comment vous est-il utile?
2 _____ 57-
_____ 58-
_____ 59-

3 -c) Pourquoi ne vous est-il pas plus utile?
4 _____ 60-
_____ 61-
_____ 62-

11-a) Pour les clients qui viennent vous voir, diriez-vous que ce livret est... **(LISEZ)**

Très utile 63
Assez utile .....
Pas très utile .....
Ou, Pas du tout utile? ..

-1 -b) Comment est-il utile?
_____ 64-
2 _____ 65-
_____ 66-
_____ 67-

3 -c) Pourquoi n'est-il pas plus utile?
_____ 68-
4 _____ 69-
_____ 70-
_____ 71-

(72/80)

Information

Consumer and Corporate Affairs Canada | Consommation et Corporations Canada

Consumer and Corporate Affairs Canada needs information on the behaviour of consumers shopping for major household appliances. We have asked Canadian Facts to help us obtain this information for a scientific sample of consumers as well as a sample of salespeople in Canada.

You have been selected as part of the sample of salespeople in your area. In order to make the research as accurate as possible, we need your assistance.

The survey questionnaire contains a number of questions about your experience of the behaviour of consumers shopping for new major household appliances. The answers you give are strictly confidential and will be used for statistical summaries only.

We think you will enjoy participating in the survey, and very much appreciate your cooperation.

Reference:
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Consommation et Corporations Canada a besoin de renseignements sur les comportements des consommateurs qui veulent acheter de gros appareils ménagers. Pour ce faire, nous avons eu recours aux services de Réalités Canadiennes pour nous aider à obtenir les renseignements à partir d'un échantillonnage scientifique des consommateurs, de même qu'un échantillonnage des personnes préposées à la vente au Canada.

Vous avez été choisi dans le cadre d'un échantillonnage des vendeurs de votre région. Pour que les résultats de notre recherche soient le plus précis possible, nous avons besoin de vous.

Le questionnaire de l'enquête comprend un certain nombre de questions portant sur votre expérience en ce qui a trait au comportement des consommateurs qui désirent acheter de gros appareils ménagers neufs. Vos réponses demeureront confidentielles et ne serviront qu'à effectuer des résumés statistiques.

Nous croyons que vous aurez plaisir à participer à notre enquête et nous apprécions grandement votre collaboration.

Renseignements:
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Canada

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